PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 2-8, 1987

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING																									
A DIFFERENT WORLD		A	29.7	45	2631	1797	337	290	119	842	347	542	492	316	247	460	173	300	282	208	130	178	103	317	203
THU 8.30P 30 NBC	6	B	27.9	43	2470	1771	373	312	106	864	354	551	483	342	257	471	194	304	280	201	130	173	99	263	164
208 99 CS	6	C	27.9	43	2470	1771	373	312	106	864	354	551	483	342	257	471	194	304	280	201	130	173	99	263	164
A YEAR IN THE LIFE		A	11.4	18	1010	1541	309	269	76	890	288	509	481	392	323	418	128	209	205	182	162	129	75	104	90
WED 9.00P 60 NBC	6	B	12.3	20	1091	1528	329	274	93	848	306	506	463	366	291	403	151	243	234	176	130	140	86	136	88
203 99 GD	6	C	12.3	20	1091	1528	329	274	93	848	306	506	463	366	291	403	151	243	234	176	130	140	86	136	88
9.00 - 9.30		A	11.1	18	983	1588	316	271	69	915	271	499	481	413	354	427	115	198	201	191	182	133	81	113	90
9.30 - 10.00		A	11.7	19	1037	1497	302	267	82	866	304	518	480	373	293	410	141	220	208	173	144	126	70	96	89
ABC THURSDAY NIGHT MOVIE		A	9.5	15	842	1704	313	248	76	689	250	457	402	331	200	725	297	500	461	328	191	115	25^	175	108
THU 8.30P 152 ABC	6	B	10.3	17	912	1640	283	222	78	699	236	421	384	334	236	633	239	409	374	294	180	132	61	177	119
213 99 FF	6	C	10.3	17	912	1640	283	222	78	699	236	421	384	334	236	633	239	409	374	294	180	132	61	177	119
A VIEW TO A KILL																									
8.30 - 9.00		A	8.2	12	727	1665	306	237	60^	676	203	388	356	337	260	674	256	417	398	302	208	117	23^	197	143
9.00 - 9.30		A	9.1	14	806	1746	343	265	72^	734	248	467	434	364	230	708	301	489	459	313	186	94	11v	210	134
9.30 - 10.00		A	9.8	16	868	1742	324	262	85	716	279	493	424	329	192	718	322	512	454	307	178	107	20^	202	119
10.00 - 10.30		A	10.1	17	895	1689	302	239	80	666	261	475	407	324	158	740	308	524	479	339	188	129	32^	154	90
10.30 - 11.00		A	10.2	18	904	1670	293	239	82	649	249	449	379	301	171	769	293	540	502	369	195	129	36^	124	67^
11.00 - 11.30		A	11.6	23	1028	1702	285	224	83	756	275	480	426	351	231	749	259	499	469	379	210	90	17^	108	59^
ADVENTURES-BEANS BAXTER		A	1.9	3	168	1569	230^	157^	35v	471	180^	365^	317^	290^	68v	672	297^	487	429	239^	170^	202^	114^	224^	170^
SAT 9.00P 30 FOX	2	B	2.1	4	182	1710	229^	170^	27v	482	224^	360	339	252	84^	570	260	431	369	221^	117^	361	157^	297	228^
113 82 CS	2	C	2.1	4	182	1710	229^	170^	27v	482	224^	360	339	252	84^	570	260	431	369	221^	117^	361	157^	297	228^
ALF		A	18.2	27	1613	1900	281	229	94	691	299	463	420	280	184	508	245	400	353	219	87	236	117	465	295
MON 8.00P 30 NBC	7	B	18.7	29	1659	1885	319	271	109	713	339	517	449	278	155	492	240	390	342	209	81	238	118	441	282
205 99 CS	7	C	18.7	29	1659	1885	319	271	109	713	339	517	449	278	155	492	240	390	342	209	81	238	118	441	282
AMEN		A	19.1	35	1692	1719	335	247	52	878	222	416	409	411	402	486	136	259	275	251	179	155	89	201	133
SAT 9.30P 30 NBC	5	B	17.9	32	1589	1689	321	238	58	875	226	428	413	401	393	482	138	245	248	231	198	140	84	192	139
208 99 CS	5	C	17.9	32	1589	1689	321	238	58	875	226	428	413	401	393	482	138	245	248	231	198	140	84	192	139
BEAUTY & THE BEAST		A	12.0	21	1063	1711	346	277	81	846	247	511	495	421	284	573	144	324	343	329	202	92	45^	200	124
FRI 8.00P 60 CBS	5	B	13.4	24	1191	1668	331	248	84	865	258	473	453	400	329	534	152	294	291	277	200	84	45	185	121
208 98 A	5	C	13.4	24	1191	1668	331	248	84	865	258	473	453	400	329	534	152	294	291	277	200	84	45	185	121
8.00 - 8.30		A	12.0	21	1063	1681	338	264	77	832	243	495	480	417	284	573	148	328	334	323	207	87	37^	189	115
8.30 - 9.00		A	12.0	21	1063	1740	353	290	86	859	252	527	510	425	285	572	141	320	352	335	196	97	52^	211	133
BEVERLY HILL'S BUNTZ SPEC(S)		A	20.4	33	1807	1640	308	257	116	785	302	508	463	342	235	575	194	370	358	296	164	127	54	152	97
THU 9.30P 30 NBC																									
206 99 CS																									
BILL COSBY SHOW		A	31.4	48	2782	1819	329	274	96	864	312	501	463	346	304	474	154	277	266	215	164	159	86	322	197
THU 8.00P 30 NBC	7	B	29.5	46	2612	1758	343	283	94	856	313	501	446	344	300	496	182	296	278	214	163	152	85	254	157
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV.2-8,1987

PROGRAM NAME / DAY TIME DUR NET #STNS CVG% TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
BILL COSBY SHOW-CONT'D																									
213 99 CS	7	C	29.5	46	2612	1758	343	283	94	856	313	501	446	344	300	496	182	296	278	214	163	152	85	254	157
BUCK JAMES																									
SUN 10.00P 60 ABC	5	A	9.4	16	833	1719	284	194	66^	826	177	375	408	438	374	691	201	380	363	359	248	132	53^	69^	54^
216 99 GD	5	B	11.6	20	1026	1694	356	265	107	849	219	451	472	457	318	635	179	377	369	355	205	102	47	108	76
		C	11.6	20	1026	1694	356	265	107	849	219	451	472	457	318	635	179	377	369	355	205	102	47	108	76
10.00 - 10.30		A	9.7	16	859	1733	286	195	69^	831	177	376	409	441	377	691	193	375	361	364	252	131	49^	80	62^
10.30 - 11.00		A	9.0	16	797	1723	286	194	63^	831	179	377	412	441	375	699	211	389	369	357	247	135	58^	59^	45^
CBS SUNDAY MOVIE																									
SUN 9.00P 120 CBS	6	A	16.5	27	1462	1673	364	272	71	942	235	496	446	466	395	508	119	261	236	267	220	125	71	98	58
210 99 FF	6	B	16.9	27	1494	1614	365	267	73	901	244	474	456	445	356	546	162	297	278	276	209	79	41	88	48
KIDS LIKE THESE		C	16.9	27	1494	1614	365	267	73	901	244	474	456	445	356	546	162	297	278	276	209	79	41	88	48
9.00 - 9.30		A	15.5	24	1373	1666	357	258	76	926	217	450	416	454	423	508	107	245	229	267	236	112	66	120	75
9.30 - 10.00		A	16.8	26	1488	1647	356	264	72	931	234	488	436	460	390	503	107	260	241	276	217	115	67	98	57
10.00 - 10.30		A	16.9	28	1497	1693	373	285	70	956	246	525	468	476	382	510	127	269	238	266	214	135	74	92	54
10.30 - 11.00		A	16.8	29	1488	1684	371	282	67	953	242	517	462	474	385	511	133	267	236	257	214	135	75	84	49
CHEERS		A	26.0	40	2304	1711	329	282	124	833	352	543	488	317	246	509	181	333	318	249	140	149	76	220	130
THU 9.00P 30 NBC	6	B	25.9	40	2298	1693	370	313	112	841	358	558	493	340	235	536	220	362	333	242	136	140	79	176	101
208 99 CS	6	C	25.9	40	2298	1693	370	313	112	841	358	558	493	340	235	536	220	362	333	242	136	140	79	176	101
CRIME STORY		A	12.2	22	1081	1476	246	159	47^	715	119	295	329	403	351	668	186	385	364	378	235	60	32^	33^	19^
TUE 10.00P 60 NBC	5	B	12.4	22	1097	1557	266	193	57	746	175	361	376	394	320	673	219	395	366	353	233	73	34	66	32
199 99 OP	5	C	12.4	22	1097	1557	266	193	57	746	175	361	376	394	320	673	219	395	366	353	233	73	34	66	32
10.00 - 10.30		A	12.2	21	1081	1497	243	153	48^	730	113	289	327	410	369	671	181	373	351	378	251	59^	30^	37^	21^
10.30 - 11.00		A	12.1	23	1072	1467	250	166	47^	706	127	304	334	400	336	670	192	400	379	380	221	61	35^	30^	18^
DALLAS		A	17.3	29	1533	1595	323	239	77	944	211	422	462	428	449	485	109	213	242	240	224	44	28^	123	69
FRI 9.00P 60 CBS	7	B	17.6	31	1562	1646	325	236	88	960	249	453	469	417	435	482	127	243	249	228	205	56	30	148	102
208 98 GD	7	C	17.6	31	1562	1646	325	236	88	960	249	453	469	417	435	482	127	243	249	228	205	56	30	148	102
9.00 - 9.30		A	16.7	28	1480	1603	319	238	76	935	210	416	456	424	447	495	110	225	256	251	220	43	27^	130	74
9.30 - 10.00		A	17.9	31	1586	1587	326	239	78	952	213	427	467	432	451	475	108	202	228	230	227	44	28^	117	65
DISNEY SUNDAY MOVIE		A	10.1	16	895	2068	290	244	130	692	255	481	422	324	189	589	241	433	380	289	142	223	106	564	363
SUN 7.00P 60 ABC	7	B	10.9	18	967	1971	273	229	113	714	268	467	428	322	217	580	230	410	375	276	142	174	89	502	304
219 99 FF	7	C	10.9	18	967	1971	273	229	113	714	268	467	428	322	217	580	230	410	375	276	142	174	89	502	304
THE RETURN OF THE SHAGGY DOG PT2																									
7.00 - 7.30		A	9.7	16	859	2062	289	242	125	708	252	481	428	335	205	597	247	434	375	284	150	221	103	535	353
7.30 - 8.00		A	10.4	16	921	2094	293	248	135	684	259	486	421	317	175	587	238	436	389	296	136	228	109	596	376
DOLLY		A	12.0	18	1063	1801	324	248	78	846	206	428	428	423	355	655	175	353	323	349	255	161	56^	140	100
SUN 9.00P 60 ABC	5	B	16.3	25	1448	1802	365	293	114	881	271	507	488	427	308	637	192	387	372	339	203	117	58	168	112
216 99 GV	5	C	16.3	25	1448	1802	365	293	114	881	271	507	488	427	308	637	192	387	372	339	203	117	58	168	112
CONT'D																									

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NOV. 2-8, 1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
DOLLY-CONT'D																												
	9.00 - 9.30				A	11.8	18	1045	1802	315	238	80	841	205	424	417	416	360	650	172	355	318	351	252	161	53^	149	107
	9.30 - 10.00				A	12.2	19	1081	1800	332	257	76	850	207	432	440	429	352	659	178	351	328	348	257	161	58^	131	93
DUET SUN	9.30P	30	FOX	3	A	2.6	4	230	1684	298	268^	18v	658	310	522	414	294	133^	658	351	571	488	280	48v	164^	99^	204^	123^
	116	86	CS	3	B	2.8	4	248	1631	317	268	50^	655	377	509	408	233	113^	650	337	540	446	283	79^	178	110^	148	104^
					C	2.8	4	248	1631	317	268	50^	655	377	509	408	233	113^	650	337	540	446	283	79^	178	110^	148	104^
DYNASTY WED	10.00P	60	ABC	6	A	14.9	26	1320	1562	335	252	94	859	268	446	411	370	358	457	193	277	235	188	142	101	65	145	82
	217	99	GD	6	B	15.2	26	1344	1554	346	284	90	874	299	500	454	368	328	448	179	276	253	192	138	103	62	129	84
					C	15.2	26	1344	1554	346	284	90	874	299	500	454	368	328	448	179	276	253	192	138	103	62	129	84
	10.00 - 10.30				A	14.8	25	1311	1596	341	258	100	854	276	450	418	364	344	478	206	293	248	195	142	113	71	150	87
	10.30 - 11.00				A	14.9	27	1320	1540	331	248	90	870	262	446	407	378	373	439	182	263	223	182	143	89	60	141	78
EQUALIZER WED	10.00P	60	CBS	6	A	13.1	23	1161	1633	305	202	45^	771	189	413	437	420	298	693	203	410	410	366	233	101	29^	69	42^
	210	99	PD	6	B	13.7	24	1218	1555	262	173	66	735	183	373	381	385	307	676	202	382	369	354	248	75	30	68	37
					C	13.7	24	1218	1555	262	173	66	735	183	373	381	385	307	676	202	382	369	354	248	75	30	68	37
	10.00 - 10.30				A	13.5	23	1196	1642	316	213	43^	786	193	421	445	430	305	666	193	396	394	357	223	111	29^	79	48^
	10.30 - 11.00				A	12.7	23	1125	1623	294	190	47^	754	185	404	430	410	290	721	215	424	426	377	243	89	30^	58	34^
EVERYTHING'S RELATIVE SAT	8.30P	30	CBS	6	A	5.6	10	496	1592	305	245	41^	791	229	389	371	330	338	504	191	240	271	178	207	128^	71^	169	76^
	210	99	CS	6	B	6.5	12	571	1657	316	253	63	815	287	442	402	318	317	572	183	307	316	262	220	84	42^	186	98
					C	6.5	12	571	1657	316	253	63	815	287	442	402	318	317	572	183	307	316	262	220	84	42^	186	98
FACTS OF LIFE SAT	8.00P	30	NBC	5	A	15.0	28	1329	1779	297	219	70	843	252	424	388	330	357	474	150	257	256	210	169	192	123	270	175
	206	99	CS	5	B	14.6	27	1295	1678	305	236	69	852	260	440	400	336	362	436	139	239	225	189	167	157	107	232	149
					C	14.6	27	1295	1678	305	236	69	852	260	440	400	336	362	436	139	239	225	189	167	157	107	232	149
FALCON CREST FRI	10.00P	60	CBS	6	A	14.6	27	1294	1526	327	237	72	922	197	412	443	437	444	423	94	177	187	196	216	74	42^	108	78
	209	99	GD	6	B	15.2	28	1347	1579	330	245	79	943	241	454	461	421	420	444	118	219	223	207	196	65	40	127	90
					C	15.2	28	1347	1579	330	245	79	943	241	454	461	421	420	444	118	219	223	207	196	65	40	127	90
	10.00 - 10.30				A	14.6	26	1294	1528	324	234	77	924	203	410	436	425	450	423	97	175	186	188	216	69	39^	113	78
	10.30 - 11.00				A	14.7	28	1302	1514	329	238	67	913	191	412	447	446	434	421	91	178	188	202	214	77	44^	102	77
FAMILY TIES SUN	8.11P	30	NBC	8	A	17.7	27	1568	1872	360	331	114	741	360	562	446	290	147	548	296	428	385	209	73	257	161	326	232
	209	99	CS	8	B	21.7	33	1925	1929	397	351	104	797	385	590	498	317	161	604	297	460	392	258	98	226	124	302	204
					C	21.7	33	1925	1929	397	351	104	797	385	590	498	317	161	604	297	460	392	258	98	226	124	302	204
	8.00 - 8.30				A	17.3	26	1533	1865	355	326	108	731	352	552	438	286	147	554	298	429	390	210	75	257	161	324	234
	8.30 - 9.00				A	18.4	28	1630	1884	368	339	122	758	373	578	459	296	148	540	294	425	376	208	70	256	159	330	229
FULL HOUSE FRI	8.00P	30	ABC	6	A	10.8	19	957	1682	276	221	96	784	274	462	433	339	260	475	197	296	266	193	137	121	57^	303	190
	192	93	CS	6	B	10.2	19	905	1692	280	229	89	783	285	465	427	326	266	479	191	315	286	212	129	127	72	303	188
					C	10.2	19	905	1692	280	229	89	783	285	465	427	326	266	479	191	315	286	212	129	127	72	303	188
GOLDEN GIRLS SAT	9.00P	30	NBC	7	A	23.1	41	2047	1753	319	231	60	911	242	420	404	391	431	492	155	263	264	226	184	140	78	210	138
	CONT'D				B	22.3	40	1975	1678	304	224	59	899	226	406	388	387	438	461	125	231	231	216	198	124	79	192	135

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NOV. 2-8, 1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
GOLDEN GIRLS-CONT'D																												
	210	99	CS	7	C	22.3	40	1975	1678	304	224	59	899	226	406	388	387	438	461	125	231	231	216	198	124	79	192	135
GROWING PAINS					A	23.5	35	2082	1790	357	310	120	785	378	562	455	293	186	450	223	326	288	184	90	231	119	323	224
TUE	8.30P	30	ABC	6	B	24.4	37	2165	1788	363	321	113	765	374	558	461	282	173	469	251	367	303	179	77	242	134	310	207
	220	99	CS	6	C	24.4	37	2165	1788	363	321	113	765	374	558	461	282	173	469	251	367	303	179	77	242	134	310	207
HEAD OF THE CLASS					A	17.1	27	1515	1763	365	308	141	762	349	540	483	312	181	495	252	375	318	187	92	189	81	316	201
WED	8.30P	30	ABC	6	B	16.9	27	1497	1667	334	281	107	740	340	505	441	280	193	452	235	346	296	171	80	198	107	277	174
	215	99	CS	6	C	16.9	27	1497	1667	334	281	107	740	340	505	441	280	193	452	235	346	296	171	80	198	107	277	174
HIGHWAY TO HEAVEN					A	13.1	21	1161	1749	299	222	63	911	173	395	401	438	450	538	84	224	237	305	271	100	64	200	131
WED	8.00P	60	NBC	6	B	14.4	23	1271	1741	291	218	74	860	211	411	412	405	383	495	137	252	241	250	213	149	73	238	152
	208	99	GD	6	C	14.4	23	1271	1741	291	218	74	860	211	411	412	405	383	495	137	252	241	250	213	149	73	238	152
	8.00 - 8.30				A	12.8	21	1134	1729	291	216	62	893	166	383	390	422	444	547	84	233	247	311	271	97	58	193	123
	8.30 - 9.00				A	13.5	21	1196	1755	304	226	63	922	179	404	409	451	453	525	83	214	225	297	269	103	69	205	137
HOOPERMAN					A	15.8	25	1400	1678	329	252	132	744	283	460	455	337	227	588	243	395	346	268	156	137	60	208	110
WED	9.00P	30	ABC	6	B	16.9	26	1500	1635	316	255	96	774	299	479	453	335	239	526	228	361	317	227	137	142	75	194	124
	217	99	OP	6	C	16.9	26	1500	1635	316	255	96	774	299	479	453	335	239	526	228	361	317	227	137	142	75	194	124
HOTEL					A	8.6	17	762	1534	312	261	89	795	257	446	400	335	320	522	218	332	324	243	145	94	55^	123	59^
SAT	10.00P	60	ABC	5	B	9.5	19	840	1514	323	247	84	841	239	425	419	393	359	478	171	263	259	219	177	88	60	107	65
	209	99	GD	5	C	9.5	19	840	1514	323	247	84	841	239	425	419	393	359	478	171	263	259	219	177	88	60	107	65
	10.00 - 10.30				A	8.3	16	735	1538	300	255	82^	803	255	463	406	345	312	513	215	335	322	241	137	99	57^	123	64^
	10.30 - 11.00				A	8.9	18	789	1530	323	266	97	789	259	431	393	326	328	530	221	330	326	246	153	89	52^	122	55^
HOUSTON KNIGHTS					A	8.2	13	727	1528	278	227	65^	684	202	390	379	314	252	545	185	297	303	271	184	121	67^	179	140
TUE	8.00P	60	CBS	6	B	10.6	17	935	1632	296	225	87	769	229	419	401	371	300	603	200	347	326	301	216	113	56	146	87
	204	96	OP	6	C	10.6	17	935	1632	296	225	87	769	229	419	401	371	300	603	200	347	326	301	216	113	56	146	87
	8.00 - 8.30				A	8.2	13	727	1521	274	224	66^	681	201	389	383	312	250	546	188	304	301	263	186	117	74^	179	133
	8.30 - 9.00				A	8.2	12	727	1535	282	230	65^	687	203	390	375	317	254	544	181	289	306	278	181	125	60^	180	147
HUNTER					A	17.3	34	1533	1793	335	259	48	841	240	446	447	438	319	653	199	368	373	354	219	152	86	148	98
SAT	10.00P	60	NBC	5	B	17.0	33	1504	1732	325	245	64	838	234	456	445	423	318	614	171	332	331	332	231	133	74	147	96
	205	99	OP	5	C	17.0	33	1504	1732	325	245	64	838	234	456	445	423	318	614	171	332	331	332	231	133	74	147	96
	10.00 - 10.30				A	17.3	33	1533	1793	335	256	47	839	237	434	434	435	329	642	200	358	362	338	219	156	86	156	104
	10.30 - 11.00				A	17.3	34	1533	1793	336	262	50	842	243	458	460	441	308	663	197	378	384	369	220	147	86	140	91
I MARRIED DORA					A	11.1	19	983	1593	301	236	82	820	264	461	445	380	287	491	193	304	279	205	149	89	38^	192	122
FRI	8.30P	30	ABC	6	B	10.6	19	935	1667	294	238	97	814	310	483	443	333	274	492	195	322	303	221	131	108	59	254	155
	206	97	CS	6	C	10.6	19	935	1667	294	238	97	814	310	483	443	333	274	492	195	322	303	221	131	108	59	254	155
JAKE AND THE FATMAN					A	11.3	18	1001	1481	208	146	40^	781	128	295	305	358	434	554	94	199	232	289	292	65	34^	81	70
TUE	9.00P	60	CBS	6	B	12.1	19	1075	1543	257	175	59	805	177	348	359	392	393	573	129	258	260	298	279	72	34	93	60
	205	95	OP	6	C	12.1	19	1075	1543	257	175	59	805	177	348	359	392	393	573	129	258	260	298	279	72	34	93	60
	CONT'D																											

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 2-8, 1987

PROGRAM NAME	DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																													
JAKE AND THE FATMAN-CONT'D																													
		9.00 - 9.30				A	11.3	18	1001	1476	213	152	39^	769	124	297	308	356	420	560	108	211	241	285	283	62^	32^	84	76
		9.30 - 10.00				A	11.4	18	1010	1474	201	139	41^	787	130	291	300	356	444	543	79	185	221	291	298	66	35^	77	63^
J.J. STARBUCK						A	11.8	18	1045	1553	268	158	34^	826	106	298	322	450	475	588	99	234	233	321	306	82	39^	56^	38^
	TUE	9.00P	60	NBC	4	B	12.9	20	1141	1569	294	184	40	856	142	331	364	467	454	562	112	238	243	308	280	77	36	74	40
		203	99	GD	4	C	12.9	20	1141	1569	294	184	40	856	142	331	364	467	454	562	112	238	243	308	280	77	36	74	40
		9.00 - 9.30				A	11.8	18	1045	1560	264	157	36^	840	104	300	325	455	487	598	92	227	228	329	322	72	34^	50^	31^
		9.30 - 10.00				A	11.7	18	1037	1558	274	161	33^	819	109	299	322	449	467	583	108	243	241	315	293	93	45^	64	46^
KNOTS LANDING						A	15.2	26	1347	1502	382	301	89	901	312	504	449	376	351	409	164	235	227	159	135	80	39^	112	77
	THU	10.00P	60	CBS	7	B	15.1	26	1339	1532	379	304	90	921	332	540	484	389	323	431	186	271	252	174	130	85	42	95	64
		209	99	GD	7	C	15.1	26	1339	1532	379	304	90	921	332	540	484	389	323	431	186	271	252	174	130	85	42	95	64
		10.00 - 10.30				A	14.8	24	1311	1518	377	296	84	894	310	498	443	372	352	427	173	246	236	164	143	80	35^	117	82
		10.30 - 11.00				A	15.6	27	1382	1486	387	306	94	907	313	510	455	380	351	391	156	224	220	154	127	80	42^	108	73
L.A. LAW						A	18.7	32	1657	1593	302	243	108	794	289	500	479	365	241	649	233	417	398	332	184	77	42	73	42
	THU	10.00P	60	NBC	4	B	19.2	33	1701	1545	336	273	109	798	303	508	482	366	235	600	225	387	368	296	171	74	46	73	38
		211	99	GD	4	C	19.2	33	1701	1545	336	273	109	798	303	508	482	366	235	600	225	387	368	296	171	74	46	73	38
		10.00 - 10.30				A	19.2	32	1701	1589	303	246	116	795	290	506	485	365	235	630	221	406	390	327	177	82	46	82	46
		10.30 - 11.00				A	18.2	32	1613	1598	301	240	100	793	287	493	473	366	247	670	246	428	407	337	192	72	38^	64	36^
LAW & HARRY MCGRAW						A	9.6	17	851	1405	274	179	45^	796	166	330	351	378	400	504	107	197	196	249	267	32^	8v	73^	56^
	TUE	10.00P	60	CBS	6	B	11.0	20	975	1461	277	178	52	802	167	333	359	404	397	540	124	241	234	286	263	49	23^	71	45
		208	96	PD	6	C	11.0	20	975	1461	277	178	52	802	167	333	359	404	397	540	124	241	234	286	263	49	23^	71	45
		10.00 - 10.30				A	9.4	16	833	1406	271	179	46^	799	167	331	348	378	400	501	101	191	187	242	274	30^	8v	76	56^
		10.30 - 11.00				A	9.8	19	868	1405	276	179	43^	793	166	330	353	378	400	507	112	203	205	256	260	34^	8v	71^	56^
LEG WORK						A	5.3	9	470	1556	311	229	31v	748	179	342	339	361	336	589	154	311	333	284	222	113^	50^	106^	62^
	SAT	9.00P	60	CBS	6	B	6.2	11	548	1596	298	236	62	772	229	407	395	359	304	616	164	341	347	330	228	67	29^	141	74
		206	99	PD	6	C	6.2	11	548	1596	298	236	62	772	229	407	395	359	304	616	164	341	347	330	228	67	29^	141	74
		9.00 - 9.30				A	5.0	9	443	1588	309	220	39^	737	175	326	324	356	340	586	162	311	346	286	214	130^	55^	135^	78^
		9.30 - 10.00				A	5.6	10	496	1528	314	237	24v	758	183	357	352	365	332	592	146	311	322	283	230	98^	46^	80^	49^
MACGYVER						A	11.2	17	992	1682	255	197	56^	658	167	345	319	315	289	731	237	430	404	363	238	133	57^	159	96
	MON	8.00P	60	ABC	6	B	12.3	19	1091	1658	249	189	58	711	186	352	329	352	314	664	214	367	341	311	242	121	54	163	91
		199	93	A	6	C	12.3	19	1091	1658	249	189	58	711	186	352	329	352	314	664	214	367	341	311	242	121	54	163	91
		8.00 - 8.30				A	10.4	16	921	1685	256	199	63^	672	169	350	326	318	299	729	238	421	384	361	249	128	62^	156	88
		8.30 - 9.00				A	12.0	18	1063	1679	254	195	50^	646	165	341	314	312	281	733	236	438	421	364	228	137	52^	162	104
MAGNUM, P.I.						A	13.6	22	1205	1609	309	221	56	820	213	427	410	419	340	577	171	312	295	296	222	114	37^	98	77
	WED	9.00P	60	CBS	4	B	14.3	22	1269	1633	332	257	84	828	245	461	439	409	322	596	200	358	331	299	199	107	44	102	63
		209	99	PD	4	C	14.3	22	1269	1633	332	257	84	828	245	461	439	409	322	596	200	358	331	299	199	107	44	102	63
		9.00 - 9.30				A	13.1	21	1161	1602	302	219	60	809	217	424	398	412	335	568	171	302	285	290	219	123	44^	101	82
		CONT'D																											

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 2–8, 1987

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
MAGNUM, P.I.-CONT'D 9.30 - 10.00		A	14.2	23	1258	1605	313	221	52	824	208	426	418	423	343	582	171	318	303	300	222	104	31^	95	72
MARRIED...WITH CHILDREN		A	4.7	7	416	2002	334	282	51^	707	320	525	422	320	133^	619	348	499	383	252	87^	342	137^	334	189
SUN 8.30P 30 FOX	3	B	4.1	6	366	1994	335	275	72^	689	360	532	397	284	108	685	382	559	433	285	90^	279	120	340	190
117 86 CS	3	C	4.1	6	366	1994	335	275	72^	689	360	532	397	284	108	685	382	559	433	285	90^	279	120	340	190
MATLOCK		A	16.7	25	1480	1604	242	151	35^	900	111	280	318	429	559	622	83	202	228	300	374	34^	17^	48	28^
TUE 8.00P 60 NBC	5	B	17.2	27	1524	1607	249	156	54	885	138	302	341	436	510	578	111	227	233	281	312	58	29	86	43
206 99 GD	5	C	17.2	27	1524	1607	249	156	54	885	138	302	341	436	510	578	111	227	233	281	312	58	29	86	43
8.00 - 8.30		A	16.4	25	1453	1611	240	152	34^	901	114	282	316	425	563	625	87	204	229	295	373	36^	17^	48	30^
8.30 - 9.00		A	17.0	26	1506	1597	244	150	36^	898	108	278	320	433	555	620	79	200	226	304	374	32^	17^	47	27^
MIAMI VICE		A	11.1	19	983	1738	314	261	115	757	322	495	453	320	223	647	269	436	450	302	151	111	54^	224	138
FRI 9.00P 60 NBC	6	B	14.1	24	1251	1764	327	269	99	765	308	511	458	346	219	653	276	442	429	298	163	121	62	225	132
211 99 OP	6	C	14.1	24	1251	1764	327	269	99	765	308	511	458	346	219	653	276	442	429	298	163	121	62	225	132
9.00 - 9.30		A	10.8	18	957	1753	324	265	119	763	330	495	454	323	226	644	273	434	449	296	148	110	55^	236	146
9.30 - 10.00		A	11.3	19	1001	1738	308	260	112	757	318	499	456	320	222	655	268	442	456	310	154	113	54^	214	131
MR. BELVEDERE		A	10.0	17	886	1565	278	214	64^	768	240	438	391	337	281	457	159	274	229	192	161	134	78	207	132
FRI 9.00P 30 ABC	2	B	11.0	18	970	1625	274	212	66	794	238	445	408	353	298	454	143	257	237	213	162	130	81	249	157
207 98 CS	2	C	11.0	18	970	1625	274	212	66	794	238	445	408	353	298	454	143	257	237	213	162	130	81	249	157
MR. PRESIDENT		A	2.4	4	213	1713	393	276^	42v	598	209^	375	414	353	151^	657	261^	469	376	276^	166^	214^	111^	244^	199^
SAT 8.00P 30 FOX	3	B	2.6	5	227	1520	311	224	44^	603	232	374	360	327	165	568	220	394	354	282	147^	161	86^	188	144^
112 81 CS	3	C	2.6	5	227	1520	311	224	44^	603	232	374	360	327	165	568	220	394	354	282	147^	161	86^	188	144^
MOONLIGHTING		A	19.9	31	1763	1632	385	342	133	812	429	623	526	286	150	472	245	367	326	192	73	161	71	187	126
TUE 9.00P 60 ABC	5	B	21.6	34	1912	1661	383	344	133	783	421	606	508	276	145	493	284	399	326	175	69	190	104	195	121
218 99 PD	5	C	21.6	34	1912	1661	383	344	133	783	421	606	508	276	145	493	284	399	326	175	69	190	104	195	121
9.00 - 9.30		A	19.8	31	1754	1676	390	343	133	817	427	617	520	288	160	471	243	360	320	193	77	175	81	213	142
9.30 - 10.00		A	20.0	31	1772	1589	380	340	133	807	431	629	531	284	141	473	247	374	332	192	69	146	61	162	110
MURDER, SHE WROTE		A	22.3	34	1976	1633	321	195	43	918	128	343	375	470	501	579	86	221	229	297	312	65	36	71	42
SUN 8.00P 60 CBS	8	B	20.5	31	1814	1589	320	206	48	898	140	336	370	451	491	567	102	224	239	288	300	57	30	68	42
210 99 SM	8	C	20.5	31	1814	1589	320	206	48	898	140	336	370	451	491	567	102	224	239	288	300	57	30	68	42
8.00 - 8.30		A	22.0	33	1949	1622	318	196	45	912	125	342	376	467	496	580	90	220	228	288	313	61	33	70	42
8.30 - 9.00		A	22.6	34	2002	1643	324	194	41	925	132	343	373	474	505	579	83	222	229	306	311	68	38	71	41
MY SISTER SAM		A	6.9	13	611	1584	313	243	73^	831	226	395	380	337	379	533	157	258	276	245	223	86^	54^	135	68^
SAT 8.00P 30 CBS	6	B	7.3	13	644	1630	303	236	68	822	270	419	388	316	356	557	173	293	290	246	225	71	40^	181	101
210 99 CS	6	C	7.3	13	644	1630	303	236	68	822	270	419	388	316	356	557	173	293	290	246	225	71	40^	181	101
MY TWO DAD'S		A	18.1	27	1604	1866	384	353	128	783	376	599	495	320	149	554	278	425	387	235	85	226	138	303	194
SUN 8.41P 30 NBC	7	B	18.2	27	1615	1888	386	346	106	797	393	606	507	311	151	564	276	434	373	242	93	241	135	286	196
206 99 CS	7	C	18.2	27	1615	1888	386	346	106	797	393	606	507	311	151	564	276	434	373	242	93	241	135	286	196
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 2-8, 1987

PROGRAM NAME / DAY TIME DUR NET #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
MY TWO DAD'S-CONT'D																									
8.30 - 9.00		A	16.1	24	1426	1870	365	344	132	753	371	590	478	297	135	536	279	419	380	217	75	239	148	343	228
9.00 - 9.30		A	21.5	32	1905	1864	410	365	124	823	383	612	518	350	166	580	278	434	397	260	99	209	124	252	151
NBC MONDAY NIGHT MOVIES		A	11.4	17	1010	1674	297	236	94	765	276	453	402	340	265	543	235	362	286	246	167	144	77	222	109
MON 9.00P 120 NBC	7	B	16.5	26	1462	1627	340	276	95	854	307	528	470	392	270	474	168	293	275	233	147	140	81	160	96
200 99 FF	7	C	16.5	26	1462	1627	340	276	95	854	307	528	470	392	270	474	168	293	275	233	147	140	81	160	96
OH, GOD YOU DEVIL																									
9.00 - 9.30		A	12.4	18	1099	1751	310	243	96	768	269	445	400	335	273	527	242	362	278	221	155	171	90	286	165
9.30 - 10.00		A	11.8	17	1045	1711	309	251	102	769	292	471	413	332	253	564	247	380	296	249	168	157	91	221	106
10.00 - 10.30		A	11.1	17	983	1628	298	240	95	761	283	454	404	336	258	548	239	365	289	253	167	123	65^	196	83
10.30 - 11.00		A	10.2	17	904	1605	268	208	81	767	262	444	392	361	279	540	211	341	283	269	183	119	58^	179	73
NBC SUNDAY NIGHT MOVIE		A	20.7	34	1834	1674	363	300	111	798	364	559	499	349	174	644	300	464	424	298	118	153	85	80	34^
SUN 9.11P 120 NBC	6	B	17.9	29	1587	1729	348	296	101	802	341	548	481	341	206	634	284	454	402	284	136	171	96	123	78
200 99 FF	6	C	17.9	29	1587	1729	348	296	101	802	341	548	481	341	206	634	284	454	402	284	136	171	96	123	78
BILLIONAIRE BOYS CLUB, PART 1																									
9.00 - 9.30		A	20.6	31	1825	1719	381	315	113	813	368	565	490	350	186	613	281	430	404	283	121	173	97	120	58
9.30 - 10.00		A	20.7	32	1834	1702	384	315	114	815	367	562	504	361	183	652	297	465	434	306	123	159	89	76	35
10.00 - 10.30		A	21.2	35	1878	1663	364	299	116	788	362	558	496	347	168	653	310	478	432	300	117	150	85	71	29^
10.30 - 11.00		A	20.8	36	1843	1647	343	286	105	781	362	558	499	340	160	654	306	477	425	304	114	144	78	69	25^
11.00 - 11.30		A	19.1	37	1692	1631	332	275	98	804	360	558	506	352	179	621	296	448	403	281	114	131	75	75	29^
NFL MONDAY NIGHT FOOTBALL		A	17.3	30	1533	1554	200	161	56	488	160	288	277	235	161	895	335	554	535	404	258	87	22^	84	55
MON 9.00P 196 ABC	7	B	17.0	30	1509	1561	208	173	49	504	173	301	284	235	166	873	332	552	518	398	251	95	22	90	53
216 98 SE	7	C	17.0	30	1509	1561	208	173	49	504	173	301	284	235	166	873	332	552	518	398	251	95	22	90	53
NY GIANTS VS DALLAS																									
9.00 - 9.30		A	17.5	26	1551	1572	212	173	40^	512	164	299	265	234	189	856	317	523	496	377	257	92	23^	112	73
9.30 - 10.00		A	19.6	29	1737	1572	190	152	43	501	153	276	252	234	191	880	312	527	515	401	272	88	20^	104	67
10.00 - 10.30		A	19.5	30	1728	1592	204	163	59	494	172	295	274	238	162	888	339	551	537	398	255	99	20^	111	75
10.30 - 11.00		A	16.6	26	1471	1576	205	165	70	485	169	293	284	231	153	895	357	576	546	395	236	102	25^	94	68
11.00 - 11.30		A	16.3	31	1444	1500	201	158	68	463	156	283	298	232	130	921	354	581	559	413	256	69	19^	47	29^
11.30 - 12.00		A	15.7	36	1391	1497	197	158	57	470	152	282	287	238	141	916	335	562	548	427	263	72	25^	39^	21^
12.00 - 12.30		A	15.1	40	1338	1509	180	145	57	470	146	282	284	239	142	913	329	565	551	428	265	80	29^	46^	22^
OHARA		A	9.2	16	815	1675	257	209	69^	708	195	416	420	391	244	730	234	434	437	405	231	108	38^	128	88
SAT 9.00P 60 ABC	3	B	9.4	17	833	1701	276	218	91	764	212	413	421	391	294	670	205	412	403	364	210	118	40^	149	87
209 98 OP	3	C	9.4	17	833	1701	276	218	91	764	212	413	421	391	294	670	205	412	403	364	210	118	40^	149	87
9.00 - 9.30		A	8.8	15	780	1686	251	206	79^	701	193	419	424	397	229	748	240	443	453	417	242	100	27^	138	100
9.30 - 10.00		A	9.5	17	842	1681	266	215	61^	722	199	417	420	390	260	721	231	430	427	398	223	118	48^	120	78
OLDEST ROOKIE		A	10.0	16	886	1574	239	147	46^	775	164	351	373	410	352	532	130	235	235	264	244	139	39^	128	90
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 2-8, 1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
OLDEST ROOKIE-CONT'D																												
WED	8.00P	60	CBS	8	B	11.2	18	989	1591	263	191	73	782	197	387	391	393	336	570	156	291	287	289	238	95	40	145	85
	209	99	OP	8	C	11.2	18	989	1591	263	191	73	782	197	387	391	393	336	570	156	291	287	289	238	95	40	145	85
	8.00 - 8.30				A	9.9	16	877	1563	239	143	50^	768	158	346	367	405	350	527	125	233	238	264	236	134	28^	134	93
	8.30 - 9.00				A	10.0	16	886	1600	242	153	41^	791	172	360	383	418	357	543	136	238	235	266	254	145	51^	122	88
OLYMPIC DIARY-MON					A	12.1	18	1072	1668	246	190	55^	641	170	341	314	306	278	723	238	439	416	354	224	140	58^	164	109
MON	8.40P	1	ABC	7	B	12.7	20	1121	1656	241	186	53	683	191	349	325	334	294	689	230	398	374	322	235	120	49	165	96
	183	92	SC	7	C	12.7	20	1121	1656	241	186	53	683	191	349	325	334	294	689	230	398	374	322	235	120	49	165	96
OLYMPIC DIARY-TUE					A	12.1	23	1072	1528	352	308	150	840	459	648	570	286	155	470	227	369	355	217	70	98	55^	120	81
TUE	10.38P	1	ABC	7	B	14.4	26	1277	1540	361	318	139	836	427	630	542	317	167	481	242	376	331	194	80	109	60	115	71
	211	96	SC	7	C	14.4	26	1277	1540	361	318	139	836	427	630	542	317	167	481	242	376	331	194	80	109	60	115	71
OLYMPIC DIARY-WED					A	15.2	27	1347	1548	335	255	91	882	272	456	419	378	374	441	189	263	215	177	145	87	56	138	77
WED	10.42P	1	ABC	6	B	15.1	27	1335	1529	346	282	86	879	295	496	454	371	337	432	175	264	238	181	137	96	59	122	82
	217	99	SC	6	C	15.1	27	1335	1529	346	282	86	879	295	496	454	371	337	432	175	264	238	181	137	96	59	122	82
OLYMPIC DIARY-THU					A	9.6	17	851	1681	298	246	86	660	254	456	381	301	176	757	290	528	489	360	197	135	36^	129	69^
THU	10.38P	1	ABC	7	B	10.9	19	968	1637	277	220	85	695	249	439	397	338	213	649	252	440	391	304	169	140	66	152	101
	213	99	SC	7	C	10.9	19	968	1637	277	220	85	695	249	439	397	338	213	649	252	440	391	304	169	140	66	152	101
OLYMPIC DIARY-FRI					A	10.8	21	957	1615	321	241	77	769	231	420	413	364	281	683	225	422	389	314	229	74	28^	88	52^
FRI	10.49P	1	ABC	8	B	12.4	24	1096	1594	295	223	90	814	240	456	440	399	300	619	187	373	378	307	194	78	35	84	51
	216	99	SC	8	C	12.4	24	1096	1594	295	223	90	814	240	456	440	399	300	619	187	373	378	307	194	78	35	84	51
OLYMPIC DIARY-SAT 1					A	8.9	17	789	1522	323	270	96	788	258	433	393	318	325	514	218	325	316	234	147	96	59^	123	57^
SAT	10.43P	1	ABC	7	B	8.9	17	785	1537	327	256	86	801	245	428	425	378	311	485	184	284	273	225	160	108	72	143	86
	209	99	SC	7	C	8.9	17	785	1537	327	256	86	801	245	428	425	378	311	485	184	284	273	225	160	108	72	143	86
OLYMPIC DIARY-SUN					A	6.1	11	540	1732	217	132	44^	763	141	281	331	353	409	660	209	297	331	291	282	72^	29v	237	157
SUN	6.57P	2	ABC	9	B	6.5	13	579	1593	228	168	47^	727	159	312	322	333	367	616	172	304	304	282	261	82	41^	167	106
	167	87	SC	9	C	6.5	13	579	1593	228	168	47^	727	159	312	322	333	367	616	172	304	304	282	261	82	41^	167	106
OLYMPIC DIARY-SUN 1					A	9.0	15	797	1730	287	193	61^	823	172	370	411	442	372	698	208	391	376	363	240	143	58^	67^	51^
SUN	10.40P	1	ABC	6	B	11.4	20	1013	1692	344	260	101	845	220	465	478	460	304	632	178	379	379	354	194	110	51	105	73
	216	99	SC	6	C	11.4	20	1013	1692	344	260	101	845	220	465	478	460	304	632	178	379	379	354	194	110	51	105	73
OUR HOUSE					A	12.1	19	1072	1890	323	275	82	772	236	444	388	342	294	635	255	394	374	269	177	227	138	256	183
SUN	7.11P	60	NBC	8	B	12.9	22	1146	1849	355	297	75	813	277	483	458	359	274	585	211	370	350	281	164	178	98	274	188
	204	99	GD	8	C	12.9	22	1146	1849	355	297	75	813	277	483	458	359	274	585	211	370	350	281	164	178	98	274	188
	7.00 - 7.30				A	10.5	17	930	1801	298	250	77	737	198	393	349	324	308	671	259	400	397	289	192	194	119	199	140
	7.30 - 8.00				A	11.5	18	1019	1924	326	277	78	789	234	449	389	356	309	634	255	393	365	266	180	230	138	270	193
	8.00 - 8.30				A	16.6	25	1471	1913	344	299	95	773	279	489	424	331	249	593	250	385	365	250	154	257	157	290	212
PERFECT STRANGERS					A	16.6	27	1471	1743	355	297	128	753	323	524	475	325	188	481	240	358	300	182	98	192	88	317	206
WED	8.00P	30	ABC	6	B	15.9	26	1404	1663	330	274	102	760	331	496	432	287	218	447	218	327	281	174	95	185	99	271	173
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 2-8, 1987

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
PERFECT STRANGERS-CONT'D																												
	217	99	CS	6	C	15.9	26	1404	1663	330	274	102	760	331	496	432	287	218	447	218	327	281	174	95	185	99	271	173
PRESIDENTIAL PORTRAIT																												
MON	9.42P	1	CBS	18	A	14.8	23	1311	1533	318	234	66	841	208	412	405	411	365	550	142	270	271	280	234	71	37	71	51
	209	99	DO	18	B	13.4	22	1191	1543	335	251	79	852	252	452	437	400	333	525	166	294	283	261	195	79	40	86	55
TUE&THU	9.58P	1			C	13.4	22	1191	1543	335	251	79	852	252	452	437	400	333	525	166	294	283	261	195	79	40	86	55
PRIVATE EYE																												
FRI	10.00P	60	NBC	6	A	9.7	18	859	1675	300	242	66^	722	254	447	416	346	239	669	228	391	394	329	205	119	72^	165	96
	205	99	PD	6	B	10.9	21	967	1679	318	254	71	770	257	474	439	384	247	647	222	395	389	332	199	119	60	143	90
					C	10.9	21	967	1679	318	254	71	770	257	474	439	384	247	647	222	395	389	332	199	119	60	143	90
	10.00 - 10.30				A	9.6	17	851	1674	316	258	66^	738	266	460	426	349	242	642	218	374	375	318	199	104	69^	189	109
	10.30 - 11.00				A	9.7	19	859	1693	288	228	66^	712	244	439	410	346	237	703	241	411	418	343	214	136	76	142	84
PURSUIT OF HAPPINESS																												
FRI	9.30P	30	ABC	2	A	7.6	13	673	1609	278	227	54^	801	263	456	384	344	292	546	184	345	306	241	170	93^	55^	170	88^
	207	98	CS	2	B	9.1	15	802	1618	265	205	55^	793	227	430	392	370	305	509	150	287	270	249	180	112	61	203	119
					C	9.1	15	802	1618	265	205	55^	793	227	430	392	370	305	509	150	287	270	249	180	112	61	203	119
RAGS TO RICHES																												
FRI	8.00P	60	NBC	6	A	9.0	16	797	1774	295	232	64^	784	224	384	399	355	333	429	156	231	226	179	162	205	157	356	221
					B	10.5	19	934	1742	309	239	50	805	242	426	421	373	317	445	137	244	248	216	164	164	110	327	214
	205	99	CS	6	C	10.5	19	934	1742	309	239	50	805	242	426	421	373	317	445	137	244	248	216	164	164	110	327	214
	8.00 - 8.30				A	8.6	15	762	1731	289	217	55^	794	205	370	387	366	354	431	151	231	225	183	166	187	147	319	195
	8.30 - 9.00				A	9.5	16	842	1794	298	243	71^	767	240	393	405	341	311	423	159	229	226	173	157	219	164	385	241
SABLE																												
SAT	8.00P	60	ABC	1	A	9.9	18	877	1641	244	189	94	674	166	359	358	384	272	712	231	444	437	400	216	113	29^	142	88
	186	92	A	1	B	9.9	18	877	1641	244	189	94	674	166	359	358	384	272	712	231	444	437	400	216	113	29^	142	88
					C	9.9	18	877	1641	244	189	94	674	166	359	358	384	272	712	231	444	437	400	216	113	29^	142	88
	8.00 - 8.30				A	9.9	18	877	1634	239	184	93	675	163	352	342	378	285	715	225	442	438	404	220	104	28^	140	83
	8.30 - 9.00				A	9.9	18	877	1648	249	194	95	673	168	366	375	390	259	708	237	447	437	396	211	123	30^	143	94
ST. ELSEWHERE																												
WED	10.00P	60	NBC	6	A	13.0	23	1152	1478	320	267	120	821	324	559	546	394	206	518	238	354	330	217	123	73	42^	66	35^
	205	99	GD	6	B	13.8	24	1218	1508	330	268	120	848	329	546	527	394	240	500	213	341	323	221	130	83	53	77	45
					C	13.8	24	1218	1508	330	268	120	848	329	546	527	394	240	500	213	341	323	221	130	83	53	77	45
	10.00 - 10.30				A	12.8	22	1134	1486	312	263	127	828	335	560	538	388	216	506	231	341	316	211	123	82	46^	70	42^
	10.30 - 11.00				A	13.2	24	1170	1470	328	271	113	813	314	558	553	400	197	530	246	367	345	224	122	65	39^	62	28^
SECOND CHANCE																												
SAT	9.30P	30	FOX	2	A	2.3	4	204	1766	239^	182^	30v	615	255^	410	366	312	171^	565	247^	386	365	223^	160^	241^	71v	345	300^
	113	82	CS	2	B	2.4	4	213	1714	256	194^	37v	641	292	421	368	298	179^	517	223	353	326	208^	144^	265	84^	291	241
					C	2.4	4	213	1714	256	194^	37v	641	292	421	368	298	179^	517	223	353	326	208^	144^	265	84^	291	241
60 MINUTES																												
SUN	7.00P	60	CBS	8	A	24.0	38	2126	1555	276	190	56	777	163	326	351	351	381	678	178	325	328	311	295	42	20^	58	27^
	211	99	DN	8	B	20.8	34	1840	1557	296	203	50	773	157	316	328	357	395	693	170	335	346	341	300	37	15^	54	29
					C	20.8	34	1840	1557	296	203	50	773	157	316	328	357	395	693	170	335	346	341	300	37	15^	54	29
	7.00 - 7.30				A	22.8	37	2020	1550	264	187	57	765	161	317	341	338	379	681	187	331	328	300	296	44	21^	60	26^
	7.30 - 8.00				A	25.2	39	2233	1559	287	194	55	788	164	334	361	363	383	675	171	319	328	322	293	40	18^	56	27^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																											
SLAP MAXWELL																											
WED 9.30P	30	ABC	6	A	13.3	22	1178	1631	331	258	127	748	257	454	450	364	237	619	258	413	373	285	154	98	54	166	83
217	99	CS	6	B	14.3	23	1263	1602	323	261	97	794	295	490	468	355	249	538	224	368	332	246	137	114	60	156	92
				C	14.3	23	1263	1602	323	261	97	794	295	490	468	355	249	538	224	368	332	246	137	114	60	156	92
SLEDGE HAMMER																											
THU 8.00P	30	ABC	7	A	7.7	12	682	1777	283	218	85^	768	257	405	397	343	310	621	225	364	359	272	206	99	27^	289	217
209	98	CS	7	B	8.1	13	715	1642	243	188	74	685	221	354	338	302	282	581	205	346	310	270	195	114	47	262	184
				C	8.1	13	715	1642	243	188	74	685	221	354	338	302	282	581	205	346	310	270	195	114	47	262	184
SPECIAL MOVIE PRSNT-MON(S)																											
MON 8.00P	180	CBS		A	22.0	33	1949	1552	346	259	68	871	227	456	454	440	341	552	153	282	275	270	231	75	41	54	36
210	99	FF																									
ECHOES IN THE DARKNESS,PART 2																											
8.00 - 8.30				A	18.7	27	1657	1571	333	248	73	875	225	431	427	431	368	558	138	248	256	265	266	72	31^	67	38^
8.30 - 9.00				A	20.2	29	1790	1607	342	256	72	878	228	451	449	442	354	561	151	270	268	266	250	93	46	74	47
9.00 - 9.30				A	22.2	32	1967	1574	346	260	70	874	230	461	454	440	343	551	154	287	277	272	223	84	47	64	43
9.30 - 10.00				A	23.1	34	2047	1552	345	259	66	872	225	463	461	443	337	561	159	297	287	280	225	72	44	47	34
10.00 - 10.30				A	23.9	37	2118	1516	357	264	64	866	224	462	466	443	329	544	157	293	282	272	214	67	39	39	29^
10.30 - 11.00				A	23.7	40	2100	1520	353	264	65	868	232	465	466	442	329	544	158	292	275	268	217	66	42	42	31
SPENSER: FOR HIRE																											
SUN 8.00P	60	ABC	5	A	8.2	12	727	1791	352	269	88	790	256	453	410	377	295	667	225	411	369	362	215	127	49^	207	103
208	93	PD	5	B	10.2	16	907	1760	328	262	100	758	247	444	414	361	265	662	229	426	380	342	203	115	55	226	123
				C	10.2	16	907	1760	328	262	100	758	247	444	414	361	265	662	229	426	380	342	203	115	55	226	123
8.00 - 8.30				A	7.7	12	682	1783	353	271	81^	770	244	444	408	371	284	650	215	400	361	361	212	126	52^	238	129
8.30 - 9.00				A	8.7	13	771	1798	351	268	94	808	267	461	411	383	305	683	233	421	375	362	217	128	48^	179	79^
SPORTSBREAK-SAT																											
SAT 9.58P	1	CBS	7	A	6.2	12	549	1506	292	218	26v	769	170	354	380	389	327	616	147	306	317	282	263	62^	19v	58^	34^
209	99	SN	7	B	7.7	14	685	1596	304	229	63	786	210	387	401	363	331	622	168	337	363	327	231	70	26^	117	70
				C	7.7	14	685	1596	304	229	63	786	210	387	401	363	331	622	168	337	363	327	231	70	26^	117	70
SPORTSBREAK-SUN																											
SUN 9.56P	1	CBS	7	A	16.2	25	1435	1636	369	277	68	955	238	509	445	471	398	488	98	251	230	278	212	109	69	84	44^
210	99	SN	7	B	16.0	25	1414	1614	361	264	73	900	239	472	455	445	358	555	155	299	281	289	218	75	38	84	49
				C	16.0	25	1414	1614	361	264	73	900	239	472	455	445	358	555	155	299	281	289	218	75	38	84	49
THIRTYSOMETHING																											
TUE 10.00P	60	ABC	5	A	13.1	24	1161	1527	348	301	148	820	455	629	543	271	155	482	228	370	356	219	77	95	55	130	84
212	99	GD	5	B	14.8	27	1310	1549	371	328	147	829	442	636	549	300	154	471	246	369	329	188	76	123	68	126	74
				C	14.8	27	1310	1549	371	328	147	829	442	636	549	300	154	471	246	369	329	188	76	123	68	126	74
10.00 - 10.30				A	13.9	24	1232	1521	358	311	154	820	462	634	543	270	148	469	228	364	346	210	70	93	57	138	86
10.30 - 11.00				A	12.4	24	1099	1521	333	287	139	813	443	618	539	270	160	492	227	373	365	228	85	96	53^	120	82
TOUR OF DUTY																											
THU 8.00P	60	CBS	6	A	10.2	16	904	1608	295	232	63^	623	218	374	346	289	213	732	279	491	480	353	193	108	28^	145	75
209	99	GD	6	B	10.7	17	949	1634	265	208	61	656	196	388	367	328	231	721	256	487	460	367	193	130	47	127	75
				C	10.7	17	949	1634	265	208	61	656	196	388	367	328	231	721	256	487	460	367	193	130	47	127	75
8.00 - 8.30				A	9.5	15	842	1584	289	229	59^	626	211	371	343	286	220	727	263	475	473	352	203	115	31^	116	59^
8.30 - 9.00				A	10.9	16	966	1629	301	235	66	621	224	376	348	291	208	737	293	506	486	354	184	102	26^	169	89

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PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 2-8, 1987

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / DAY / TIME	#STNS	DUR	CVG%	NET	TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																														
TRACEY ULLMAN SHOW							A	3.1	5	275	1827	280	229^	21v	711	270	504	479	339	159^	706	384	578	524	285	70^	212^	117^	199^	125^
SUN 9.00P		30		FOX		7	B	3.1	5	278	1694	333	282	67^	643	343	494	433	255	107^	620	328	511	416	257	84^	224	132	208	136
	117		86		CS	7	C	3.1	5	278	1694	333	282	67^	643	343	494	433	255	107^	620	328	511	416	257	84^	224	132	208	136
20/20							A	11.4	21	1010	1622	303	226	79	771	228	419	408	361	287	680	216	408	384	314	238	77	35^	93	49^
FRI 10.00P		60		ABC		8	B	12.4	23	1096	1600	281	214	91	799	242	448	433	384	293	623	194	375	381	304	194	82	38	96	60
	216		99		DN	8	C	12.4	23	1096	1600	281	214	91	799	242	448	433	384	293	623	194	375	381	304	194	82	38	96	60
10.00 - 10.30							A	11.8	21	1045	1617	284	211	79	772	221	415	399	361	293	667	202	391	378	312	240	79	38^	99	49^
10.30 - 11.00							A	11.1	21	983	1613	320	240	78	764	233	420	413	357	277	688	228	422	387	314	234	75	32^	86	49^
21 JUMP STREET							A	5.6	9	496	1821	367	328	62^	739	386	564	407	302	155	556	320	447	338	216	82^	216	147	310	189
SUN 7.00P		60		FOX		8	B	5.5	9	486	1740	373	325	80	718	345	543	430	307	134	542	310	432	323	199	87	263	148	217	126
	117		86		OP	8	C	5.5	9	486	1740	373	325	80	718	345	543	430	307	134	542	310	432	323	199	87	263	148	217	126
7.00 - 7.30							A	5.4	9	478	1782	363	326	71^	726	388	552	395	287	154	546	313	431	325	210	85^	211	146	299	190
7.30 - 8.00							A	5.7	9	505	1890	377	335	54^	764	390	585	425	321	159	577	333	470	356	226	81^	224	150	325	191
227							A	17.5	31	1551	1801	326	242	72	916	264	453	421	372	401	489	152	265	275	221	173	156	90	240	157
SAT 8.30P		30		NBC		6	B	16.7	30	1475	1698	316	241	59	893	246	431	400	370	410	455	135	237	233	204	185	135	84	215	145
	205		99		CS	6	C	16.7	30	1475	1698	316	241	59	893	246	431	400	370	410	455	135	237	233	204	185	135	84	215	145
VALERIE'S FAMILY							A	16.8	24	1488	1890	315	262	104	741	327	501	445	290	195	470	233	368	315	200	84	222	111	457	284
MON 8.30P		30		NBC		6	B	17.4	26	1542	1839	327	283	109	741	337	532	448	293	171	441	213	339	292	185	83	249	129	408	269
	204		99		CS	6	C	17.4	26	1542	1839	327	283	109	741	337	532	448	293	171	441	213	339	292	185	83	249	129	408	269
WEREWOLF							A	4.7	7	416	2120	319	273	88^	783	386	597	447	348	152^	605	309	473	366	267	99^	291	127^	442	254
SUN 8.00P		30		FOX		3	B	4.5	7	396	2037	340	291	92	717	370	579	439	311	93	648	339	524	421	287	88^	313	150	360	191
	117		86		SM	3	C	4.5	7	396	2037	340	291	92	717	370	579	439	311	93	648	339	524	421	287	88^	313	150	360	191
WEST 57TH							A	7.6	15	673	1545	268	185	61^	765	188	357	408	390	319	642	176	346	354	309	244	77^	36^	62^	26^
SAT 10.00P		60		CBS		6	B	6.8	13	602	1551	298	231	78	764	237	409	407	347	289	614	184	365	380	309	206	80	36^	92	48^
	207		99		DN	6	C	6.8	13	602	1551	298	231	78	764	237	409	407	347	289	614	184	365	380	309	206	80	36^	92	48^
10.00 - 10.30							A	7.7	15	682	1533	275	200	54^	753	193	362	398	386	308	625	183	339	344	291	238	84^	41^	72^	38^
10.30 - 11.00							A	7.6	15	673	1538	258	168	66^	767	181	347	412	389	326	650	168	348	360	324	247	70^	30^	50^	14v
WHO'S THE BOSS?							A	22.1	34	1958	1759	357	308	115	791	369	550	449	297	200	461	222	321	283	189	104	211	116	296	207
TUE 8.00P		30		ABC		6	B	23.0	37	2033	1754	359	311	111	774	354	539	453	295	192	457	233	341	284	181	88	218	123	306	199
	220		99		CS	6	C	23.0	37	2033	1754	359	311	111	774	354	539	453	295	192	457	233	341	284	181	88	218	123	306	199
WISEGUY							A	10.3	16	913	1517	342	245	58^	796	199	372	367	378	365	573	177	313	317	285	214	67^	23^	81	38^
THU 9.00P		60		CBS		7	B	11.7	18	1035	1589	312	228	70	801	231	420	414	378	319	598	194	353	344	306	209	89	39	101	59
	209		99		OP	7	C	11.7	18	1035	1589	312	228	70	801	231	420	414	378	319	598	194	353	344	306	209	89	39	101	59
9.00 - 9.30							A	9.9	15	877	1519	325	230	52^	772	189	356	356	379	353	609	190	333	339	302	224	60^	20^	79	32^
9.30 - 10.00							A	10.7	17	948	1515	358	259	63^	818	208	386	377	378	375	541	165	295	297	270	205	74	25^	83	44^
WOMEN IN PRISON							A	2.4	4	213	1732	331	197^	57v	583	246^	378	366	301	144^	631	260^	464	360	247^	163^	181^	76v	337	258^
SAT 8.30P		30		FOX		3	B	2.5	5	222	1604	283	209	59^	587	224	362	353	315	163	568	214	398	350	273	154^	169	91^	281	199
CONT'D																														

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PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 2-8, 1987

PROGRAM NAME / DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
WOMEN IN PRISON-CONT'D	112	81	CS	3	C	2.5	5	222	1604	283	209	59^	587	224	362	353	315	163	568	214	398	350	273	154^	169	91^	281	199

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PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	CHILDREN TOT. 2-5	CHILDREN MALE 6-11	CHILDREN FEM. 6-11
EARLY EVENING NEWS																									
ABC WORLD NEWS TONIGHT		A	11.1	20	982	231	168	745	157	316	320	357	384	555	128	240	255	256	265	22^	19^	19^	38	31^	20^
MON-FRI 6.30P 30 ABC	30	B	10.4	20	922	221	162	747	146	300	303	353	405	563	125	239	255	258	277	25^	21^	24^	37	19^	19^
212 99 N	30	C	10.4	20	922	221	162	747	146	300	303	353	405	563	125	239	255	258	277	25^	21^	24^	37	19^	19^
ABC WRLD NEWS TONIGHT-SUN		A	5.8	10	514	185	91^	735	112^	200	271	341	446	643	184	295	321	289	287	50^	43^	64^	59^	25v	73^
SUN 6.30P 30 ABC	6	B	6.2	12	548	210	149	744	132	257	275	319	435	609	137	256	258	268	309	32^	29^	33^	29^	20^	30^
164 86 N	6	C	6.2	12	548	210	149	744	132	257	275	319	435	609	137	256	258	268	309	32^	29^	33^	29^	20^	30^
CBS EVENING NEWS-RATHER		A	12.3	22	1088	221	132	747	139	265	280	313	428	583	105	223	224	276	328	38	19^	31	41	23^	19^
MON-FRI 6.30P 30 CBS	35	B	11.6	23	1030	220	134	748	131	270	296	330	419	575	110	226	232	270	311	27	18^	27	36	20^	20^
210 99 N	35	C	11.6	23	1030	220	134	748	131	270	296	330	419	575	110	226	232	270	311	27	18^	27	36	20^	20^
CBS EVENING NEWS-SUNDAY(B)		A	7.5	14	665	245	180	769	150	302	299	312	418	567	149	285	268	277	252	19v	17v	<<	44^	3v	14v
SUN 6.00P 30 CBS																									
109 71 N																									
CBS SAT. NEWS-SCHIEFFER		A	7.8	15	691	174	105	689	106	197	215	251	454	600	150	259	238	267	315	27^	40^	40^	32^	17v	16v
SAT 6.30P 30 CBS	7	B	7.0	15	618	176	104	716	111	205	221	264	468	602	132	250	256	270	318	33^	19^	34^	34^	20^	11v
165 90 N	7	C	7.0	15	618	176	104	716	111	205	221	264	468	602	132	250	256	270	318	33^	19^	34^	34^	20^	11v
NBC NIGHTLY NEWS		A	10.6	19	943	203	148	761	101	268	297	339	435	589	134	243	260	247	294	33^	24^	31^	24^	18^	27^
MON-FRI 6.30P 30 NBC	30	B	10.3	20	910	205	147	773	119	282	315	347	430	581	131	242	254	249	290	30	31	29	28	19^	20^
204 99 N	30	C	10.3	20	910	205	147	773	119	282	315	347	430	581	131	242	254	249	290	30	31	29	28	19^	20^
NBC NIGHTLY NEWS-SAT.		A	9.5	19	842	169	109	773	129	216	262	273	491	594	106	193	196	236	366	21^	15v	15v	33^	27^	2v
SAT 6.30P 30 NBC	6	B	8.0	17	707	188	124	772	120	231	251	293	484	602	117	219	232	238	340	27^	29^	24^	24^	15^	14^
172 91 N	6	C	8.0	17	707	188	124	772	120	231	251	293	484	602	117	219	232	238	340	27^	29^	24^	24^	15^	14^

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PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE																								
ABC NEWS:NIGHTLINE	A	4.7	15	415	1405	279	199	213	51^	691	154	330	306	364	343	64^	612	173	318	302	371	332	20^	25^
TUE&WED 11.30P 31 ABC 21	B	5.2	16	464	1420	258	191	195	63	718	180	357	338	400	366	65	590	168	312	292	354	320	24^	24^
206 97 N 21	C	5.2	16	464	1420	258	191	195	63	718	180	357	338	400	366	65	590	168	312	292	354	320	24^	24^
THU 11.38P 32																								
FRI 11.30P 30																								
11.30 - 12.00	A	4.8	15	426	1403	279	201	216	48^	692	151	331	309	368	348	62^	610	169	315	301	371	331	19^	26^
12.00 - 12.30	A	3.4	13	300	1514	307	195	183	88^	721	203	341	288	327	292	87^	678	243	374	327	389	358	42^	16v
ABC NEWS:NIGHTLINE-MON.	A	3.5	21	310	1250	215	151^	185^	22v	485	84^	222	222	299	284	21v	723	243	468	464	487	472	2v	13v
MON 1.00A 31 ABC 9	B	3.9	21	345	1348	227	188	173	63^	544	150	308	297	340	293	75^	724	258	469	447	507	466	28^	11v
209 97 N 9	C	3.9	21	345	1348	227	188	173	63^	544	150	308	297	340	293	75^	724	258	469	447	507	466	28^	11v
1.00 - 1.30	A	3.5	21	310	1257	215	151^	186^	22v	487	84^	223	223	301	286	21v	727	245	471	466	489	474	2v	14v
1.30 - 2.00	A	3.0	21	266	1223	227^	179^	196^	30v	497	96^	236^	236^	309	279	18v	694	225^	469	469	486	468	<<	<<
ABC NEWS:NIGHTLINE-FRI	A	3.5	16	310	1226	279	162^	198^	56^	573	133^	273	255	366	348	67^	586	191^	300	297	373	313	4v	47v
FRI 12.00M 133 ABC 1	B	3.5	16	310	1226	279	162^	198^	56^	573	133^	273	255	366	348	67^	586	191^	300	297	373	313	4v	47v
195 96 N 1	C	3.5	16	310	1226	279	162^	198^	56^	573	133^	273	255	366	348	67^	586	191^	300	297	373	313	4v	47v
12.00 - 12.30	A	5.0	17	443	1333	267	151	197	55^	596	141^	256	238	348	329	90^	654	204	323	318	404	330	12v	59^
12.30 - 1.00	A	4.0	16	354	1263	264	158^	189	47^	558	131^	252	239	348	330	61^	659	215	337	336	433	373	<<	34v
1.00 - 1.30	A	3.0	15	266	1151	295	176^	207^	56v	560	117^	294	274	386	370	61v	532	200^	294	287	357	304	<<	42v
1.30 - 2.00	A	2.5	16	222	1145	312	176^	220^	63v	597	136^	308	287	411	393	45v	479	144^	243^	243^	288	243^	<<	49v
2.00 - 2.30	A	2.0	15	177	1141	310^	185^	195^	95^	588	168^	336^	310^	426	388	59v	463	137^	234^	234^	285^	226^	<<	62v
ABC WEEKEND REPORT-SAT.	A	1.4	4	124	1545	381^	318^	271^	108v	654	217^	426^	392^	417^	385^	78v	667	220^	398^	362^	497^	497^	41v	59v
SAT 11.30P 15 ABC 6	B	2.0	6	173	1329	266	216	198	102^	670	176^	350	317	362	324	62^	503	139^	266	243	306	284	24v	41v
136 74 N 6	C	2.0	6	173	1329	266	216	198	102^	670	176^	350	317	362	324	62^	503	139^	266	243	306	284	24v	41v
ABC WEEKEND REPORT-SUN.	A	2.6	11	230	1569	231^	173^	213^	24v	758	201^	423	413	497	483	75^	661	221^	453	432	447	418	80^	23v
SUN 11.45P 15 ABC 6	B	2.0	9	177	1450	251	208	212	55^	702	177^	373	355	426	404	69^	608	205	418	399	420	390	44v	33v
144 79 N 6	C	2.0	9	177	1450	251	208	212	55^	702	177^	373	355	426	404	69^	608	205	418	399	420	390	44v	33v
CBS LATE NIGHT I	A	3.7	15	325	1310	279	204	247	64^	745	178	390	357	433	413	31^	486	149	266	260	308	288	7v	23^
MON 11.30P 62 CBS 28	B	3.7	15	327	1358	267	200	223	78	768	203	391	364	430	392	48^	491	168	297	285	334	307	15v	20^
177 85 FF 28	C	3.7	15	327	1358	267	200	223	78	768	203	391	364	430	392	48^	491	168	297	285	334	307	15v	20^
TUE-THU 11.30P 66																								
11.30 - 12.00	A	3.9	13	341	1315	283	214	253	69^	766	182	404	370	446	425	32^	476	139	258	254	303	280	5v	25^
12.00 - 12.30	A	3.5	16	310	1318	280	199	245	60^	738	177	382	348	426	407	29^	494	153	271	265	311	294	10v	23v
12.30 - 1.00	A	3.3	18	290	1337	267	186	233	58^	712	169	376	344	418	399	39^	542	196	308	302	355	328	8v	15v
CBS LATE NIGHT II	A	2.1	13	190	1297	348	248	300	81^	727	202	419	377	462	433	86^	474	202	317	295	347	293	19v	32v
MON 12.32A 45 CBS 35	B	2.3	14	200	1334	304	233	255	93^	746	231	426	393	463	421	69^	476	203	325	304	353	311	15v	24v
174 84 FF 35	C	2.3	14	200	1334	304	233	255	93^	746	231	426	393	463	421	69^	476	203	325	304	353	311	15v	24v
TUE 12.36A 47																								
CONT'D																								

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																											
CBS LATE NIGHT II-CONT'D																											
WED 12.36A 46																											
THU 12.36A 48																											
FRI 12.30A 59																											
12.30 - 1.00				A	2.3	12	200	1299	344	246	298	84^	734	203	422	377	462	433	80^	468	193	303	283	337	286	17v	32v
1.00 - 1.30				A	2.0	13	178	1303	354	252	306	79^	723	201	418	379	465	436	93^	485	214	336	312	361	303	23v	33v
CBS NEWS NIGHTWATCH-1				A	0.8	8	69	1058	248^	195^	187^	64v	588	183^	336^	315^	353^	337^	102v	416^	215^	323^	297^	318^	246^	<<	33v
M-THSU 2.00A	30	CBS	32	B	0.9	10	76	1223	257^	205^	187^	78v	726	260^	415	378	428	398	75v	406	188^	295^	275^	290^	246^	11v	12v
47	51	N	32	C	0.9	10	76	1223	257^	205^	187^	78v	726	260^	415	378	428	398	75v	406	188^	295^	275^	290^	246^	11v	12v
CBS NEWS NIGHTWATCH-2				A	0.8	10	69	1018	316^	232^	213^	66v	635	183^	333^	312^	359^	340^	98v	333^	192^	248^	235^	247^	171^	8v	26v
M-THSU 2.30A	30	CBS	35	B	0.9	12	77	1238	299^	220^	200^	78v	736	260^	419	391	450	412	64v	411	187^	291^	272^	286^	248^	10v	14v
60	60	N	35	C	0.9	12	77	1238	299^	220^	200^	78v	736	260^	419	391	450	412	64v	411	187^	291^	272^	286^	248^	10v	14v
CBS NEWS NIGHTWATCH-3				A	0.8	17	74	999	269^	152^	189^	56v	650	155^	229^	208^	332^	314^	70v	311^	167^	211^	208^	213^	146^	<<	17v
M-THSU 3.00A	180	CBS	35	B	0.9	17	75	1151	319^	191^	223^	67v	717	202^	321^	300^	406	367	47v	344	137^	214^	208^	215^	179^	<<	9v
101	81	N	35	C	0.9	17	75	1151	319^	191^	223^	67v	717	202^	321^	300^	406	367	47v	344	137^	214^	208^	215^	179^	<<	9v
3.00 - 3.30				A	0.9	14	80	1028	273^	202^	208^	66v	668	206^	313^	279^	341^	331^	92v	309^	191^	223^	212^	222^	142^	<<	23v
3.30 - 4.00				A	0.9	17	82	977	247^	156^	167^	63v	662	160^	247^	218^	320^	308^	67v	278^	177^	204^	198^	208^	148^	<<	22v
4.00 - 4.30				A	0.8	19	74	982	258^	115^	165^	57v	643	133^	195^	178^	321^	299^	65v	305^	184^	230^	230^	233^	167^	<<	19v
4.30 - 5.00				A	0.8	19	69	989	251^	120v	173^	48v	636	135^	190^	177^	336^	313^	57v	324^	181^	239^	239^	239^	182^	<<	13v
5.00 - 5.30				A	0.8	18	69	978	231^	114v	163^	49v	613	116v	173^	160^	314^	291^	59v	336^	142^	195^	195^	196^	137^	<<	13v
5.30 - 6.00				A	0.8	17	74	1012	344^	194^	250^	48v	660	171^	235^	221^	356^	334^	74v	311^	121^	173^	173^	173^	99v	<<	13v
CBS SUNDAY NEWS-OSGOOD				A	3.3	7	292	1470	357	293	290	73^	856	207^	417	401	462	405	87^	526	138^	312	296	311	255	35v	18v
SUN 11.00P	15	CBS	7	B	3.4	8	305	1365	303	235	248	59^	814	175	381	371	422	379	49^	463	107^	239	228	257	230	20v	11v
109	57	N	7	C	3.4	8	305	1365	303	235	248	59^	814	175	381	371	422	379	49^	463	107^	239	228	257	230	20v	11v
DAVID LETTERMAN I				A	3.5	18	312	1382	291	249	214	116	684	265	421	393	436	375	174	605	340	475	412	433	352	37^	31^
MON-FRI 12.30A	30	NBC	30	B	3.6	20	323	1387	278	242	208	123	684	302	456	405	449	391	148	592	325	467	420	450	373	38^	28^
204	99	GV	30	C	3.6	20	323	1387	278	242	208	123	684	302	456	405	449	391	148	592	325	467	420	450	373	38^	28^
DAVID LETTERMAN II				A	2.8	18	248	1292	281	241	204	117^	641	278	413	376	418	359	171	586	347	474	428	448	342	28v	22v
MON-FRI 1.00A	30	NBC	30	B	3.0	20	264	1348	280	242	201	132	667	317	459	405	449	383	154	582	349	475	427	457	371	34^	21v
204	99	GV	30	C	3.0	20	264	1348	280	242	201	132	667	317	459	405	449	383	154	582	349	475	427	457	371	34^	21v
FRIDAY NIGHT VIDEOS				A	2.2	15	195	1406	260^	238^	181^	182^	624	391	473	446	456	347	301^	577	424	530	469	469	305^	83v	52v
FRI 1.30A	60	NBC	6	B	2.5	18	224	1455	264	231	188	164	629	359	477	409	441	370	220	603	420	521	452	470	379	103^	52^
178	97	PC	6	C	2.5	18	224	1455	264	231	188	164	629	359	477	409	441	370	220	603	420	521	452	470	379	103^	52^
1.30 - 2.00				A	2.4	15	213	1457	275^	235^	188^	156^	647	376	460	434	452	360	282^	621	421	556	495	495	343	79^	45v
2.00 - 2.30				A	2.0	15	177	1346	241^	241^	174^	213^	596	409	488	462	462	332^	323^	526	427	499	437	437	258^	87v	61v
G MICHAELS SPORTS MACHINE				A	1.8	7	159	1575	432	405	330^	158^	723	332^	559	559	591	434	295^	796	513	681	563	578	455	54v	<<
SUN 12.00M	15	NBC	8	B	1.8	7	155	1472	286	244	243	67^	556	185	370	360	403	364	245	783	371	561	501	566	424	52^	29v
CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																								
G MICHAELS SPORTS MACHINE-CONT'D																								
82 53 SC 8	C	1.8	7	155	1472	286	244	243	67^	556	185	370	360	403	364	245	783	371	561	501	566	424	52^	29v
LATE SHOW-FOX	A	2.0	5	179	1510	318	289	256	164^	683	350	520	454	496	441	192	586	370	498	413	444	371	76^	93^
MON-FRI 11.00P 60 FOX 50	B	1.7	0	149	1472	294	266	226	144^	647	331	477	430	471	410	180	608	360	496	418	446	382	72^	60^
113 81 GV 50	C	1.7	0	149	1472	294	266	226	144^	647	331	477	430	471	410	180	608	360	496	418	446	382	72^	60^
11.00 - 11.30	A	2.1	5	186	1488	307	277	248	164^	658	352	520	446	490	440	201	592	375	503	414	449	371	68^	95^
11.30 - 12.00	A	1.9	6	172	1535	331	303	265	164^	710	347	520	463	502	442	181^	579	364	493	412	439	372	84^	91^
OLYMPIC DIARY-MON 1	A	3.2	20	284	1319	215^	169^	185^	14v	495	60^	236	236	291	277	48v	757	259	487	456	488	471	20v	17v
MON 1.25A 1 ABC 8	B	3.5	20	306	1394	231	199	184	64^	558	160	343	332	368	319	73^	742	269	482	447	517	487	22v	16v
209 97 SC 8	C	3.5	20	306	1394	231	199	184	64^	558	160	343	332	368	319	73^	742	269	482	447	517	487	22v	16v
OLYMPIC DIARY-TUE 1	A	4.0	17	354	1239	259	212	213	61^	607	171^	278	242	264	253	56^	520	136^	242	242	277	221	<<	28v
TUE 11.55P 1 ABC 7	B	4.6	17	404	1331	225	171	172	59^	688	170	310	289	344	317	66^	533	148	275	264	318	275	25^	18v
209 98 SC 7	C	4.6	17	404	1331	225	171	172	59^	688	170	310	289	344	317	66^	533	148	275	264	318	275	25^	18v
OLYMPIC DIARY-WED 1	A	4.3	16	381	1368	298	234	235	11v	750	101^	346	346	398	387	<<	535	84^	246	246	337	337	14v	<<
WED 11.56P 1 ABC 7	B	4.2	17	368	1337	246	190	193	65^	679	152	336	312	359	331	42^	561	146	290	272	343	323	11v	22v
210 98 SC 7	C	4.2	17	368	1337	246	190	193	65^	679	152	336	312	359	331	42^	561	146	290	272	343	323	11v	22v

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
OLYMPIC DIARY-THU 1	A	3.3	13	292	1625	343	200^	203^	102^	749	228	354	291	346	306	115^	751	291	422	356	433	399	56v	18v
THU 12.05A 1 ABC 8	B	4.1	15	361	1404	259	190	188	56^	672	170	340	324	373	346	62^	643	200	358	335	395	366	20v	23^
212 98 SC 8	C	4.1	15	361	1404	259	190	188	56^	672	170	340	324	373	346	62^	643	200	358	335	395	366	20v	23^
OLYMPIC DIARY-FRI 1	A	2.9	15	257	1139	295	177^	214^	56v	570	144^	323	305	421	405	59v	508	189^	304	286	340	300	<<	44v
FRI 1.17A 1 ABC 8	B	4.3	14	384	1417	255	169	184	56^	714	173	341	324	399	365	52^	601	155	309	295	359	331	24^	22^
195 96 SC 8	C	4.3	14	384	1417	255	169	184	56^	714	173	341	324	399	365	52^	601	155	309	295	359	331	24^	22^
SATURDAY NIGHT	A	8.2	25	727	1589	295	263	212	148	654	330	473	435	467	406	157	589	289	463	409	451	400	99	110
SAT 11.30P 78 NBC 4	B	8.5	27	756	1581	316	274	243	132	681	333	497	452	491	435	149	591	296	466	420	461	412	101	85
201 99 GV 4	C	8.5	27	756	1581	316	274	243	132	681	333	497	452	491	435	149	591	296	466	420	461	412	101	85
11.30 - 12.00	A	9.3	25	824	1599	310	281	237	131	688	318	480	438	475	423	144	594	257	436	385	437	395	99	98
12.00 - 12.30	A	8.1	25	718	1580	295	260	201	161	645	345	476	440	467	399	166	579	298	468	411	447	393	98	118
12.30 - 1.00	A	6.7	24	594	1541	254	221	171	156	578	316	437	405	437	370	167	583	335	504	452	478	415	100^	120
TONIGHT SHOW	A	5.5	19	487	1363	251	193	191	80	733	194	374	356	412	375	82	534	194	346	328	355	307	27^	31^
MON-FRI 11.30P 60 NBC 28	B	5.7	21	503	1385	272	221	210	90	737	238	422	390	441	398	84	537	202	354	334	370	325	30^	28^
202 99 GV 28	C	5.7	21	503	1385	272	221	210	90	737	238	422	390	441	398	84	537	202	354	334	370	325	30^	28^
11.30 - 12.00	A	6.1	19	544	1363	245	187	189	81	731	196	380	361	418	382	72	532	185	338	324	353	311	28^	34^
12.00 - 12.30	A	4.9	19	432	1356	258	200	192	80	734	191	365	348	403	364	94	535	204	355	332	357	301	25^	28^
TOP OF THE POPS	A	2.2	7	195	1373	357	304^	314^	38v	703	230^	435	414	460	449	149^	423	214^	292^	282^	293^	210^	85^	32v
FRI 11.30P 60 CBS 7	B	2.2	8	199	1464	302	250	259	129^	740	280	480	440	483	435	103^	495	242	382	355	384	321	41v	62^
166 83 GV 7	C	2.2	8	199	1464	302	250	259	129^	740	280	480	440	483	435	103^	495	242	382	355	384	321	41v	62^
11.30 - 12.00	A	2.7	8	239	1349	362	310	306	49v	728	216^	432	399	438	432	125^	410	160^	253^	244^	261^	188^	65v	28v
CONT'D																								

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PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 2–8, 1987

PROGRAM NAME / DAY / TIME #STNS / DUR CVG% / NET TYPE / NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																								
TOP OF THE POPS-CONT'D 12.00 - 12.30	A	1.7	6	151	1410	350^	293^	328^	22v	663	254^	441	438	495	476	187^	444	300^	354^	342^	344^	245^	118^	38v

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PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 2-8, 1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOTAL 6-11
MON-FRI EARLY MORNING																												
ABC WORLD NEWS-MORN-615A					A	1.6	16	140	57v	177^	162^	601	167^	313	306	284	257	517	137^	256	312	261	198^	14v	28v	<<	26v	10v
MON-FRI	6.15A	15	ABC	30	B	1.4	15	124	69^	262	233	614	164^	389	378	368	198^	508	161^	299	320	277	167^	15v	32v	13v	24v	15v
	137	82	N	30	C	1.4	15	124	69^	262	233	614	164^	389	378	368	198^	508	161^	299	320	277	167^	15v	32v	13v	24v	15v
ABC WORLD NEWS-MORN-645A					A	2.5	16	218	34v	246	197	619	135^	349	367	336	216	467	103^	211	244	274	193	37v	37v	39^	34v	45^
MON-FRI	6.45A	15	ABC	30	B	2.2	16	195	56^	268	218	607	149	394	408	361	168	479	138	246	263	272	179	31v	38^	21v	27v	28v
	182	92	N	30	C	2.2	16	195	56^	268	218	607	149	394	408	361	168	479	138	246	263	272	179	31v	38^	21v	27v	28v
BEFORE HOURS					A	0.7	9	60	93v	367^	294^	607	134v	339^	402^	354^	205^	398^	183^	225^	205^	95v	141^	23v	66v	22v	14v	22v
MON-FRI	6.15A	15	NBC	30	B	0.7	9	59	64v	340^	304^	661	189^	406^	414^	329^	206^	384^	169^	219^	199^	110^	140^	26v	27v	17v	<<	17v
	143	84	N	30	C	0.7	9	59	64v	340^	304^	661	189^	406^	414^	329^	206^	384^	169^	219^	199^	110^	140^	26v	27v	17v	<<	17v
CBS MORNING NEWS- 6:30AM					A	1.2	11	108	33v	234^	127^	544	71v	185^	271^	318	274^	372	98^	167^	147^	237^	180^	25v	19v	44v	13v	31v
MON-FRI	6.30A	30	CBS	35	B	1.1	11	100	31v	298	148^	632	119^	259	309	358	297	349	102^	154^	149^	193^	182^	17v	16v	40v	29v	49v
	146	88	N	35	C	1.1	11	100	31v	298	148^	632	119^	259	309	358	297	349	102^	154^	149^	193^	182^	17v	16v	40v	29v	49v
CBS MORNING NEWS- 7:00AM					A	2.1	12	188	22v	159^	137^	583	167^	240	288	223	272	380	103^	167^	164^	187	191	45v	33v	37v	33v	46^
MON-FRI	7.00A	30	CBS	35	B	2.0	12	181	35v	238	187	633	194	320	344	267	244	415	120^	206	204	219	187	27v	16v	42^	32v	54^
	200	98	N	35	C	2.0	12	181	35v	238	187	633	194	320	344	267	244	415	120^	206	204	219	187	27v	16v	42^	32v	54^
GOOD MORNING, AMERICA-730					A	4.7	23	420	50^	248	192	721	170	370	377	364	292	424	96	177	183	215	213	25^	12v	21^	20^	28^
MON-FRI	7.30A	30	ABC	30	B	4.6	22	403	58^	238	188	703	151	380	399	380	271	426	98	188	196	214	202	22^	6v	22^	19^	24^
	214	99	N	30	C	4.6	22	403	58^	238	188	703	151	380	399	380	271	426	98	188	196	214	202	22^	6v	22^	19^	24^
GOOD MORNING, AMERICA-830					A	4.6	22	404	57^	198	140	771	136	349	369	427	360	361	56^	133	135	207	200	9v	8v	14v	24^	13v
MON-FRI	8.30A	30	ABC	30	B	4.6	22	410	76	201	158	770	150	364	380	402	348	366	70	137	147	180	195	12v	5v	20^	23^	13v
	212	98	N	30	C	4.6	22	410	76	201	158	770	150	364	380	402	348	366	70	137	147	180	195	12v	5v	20^	23^	13v
MORNING PROGRAM					A	2.2	11	197	45^	169^	136^	742	199	302	340	309	366	329	90^	126^	125^	107^	189	22v	15v	42v	42v	57^
MON-FRI	7.30A	90	CBS	35	B	2.1	10	184	49^	213	155	757	196	312	338	324	378	369	101^	166	163	147	191	14v	9v	36^	37^	46^
	200	98	N	35	C	2.1	10	184	49^	213	155	757	196	312	338	324	378	369	101^	166	163	147	191	14v	9v	36^	37^	46^
	7.30 - 8.00				A	2.1	10	183	29v	204	171^	705	196	300	341	281	334	328	107^	147^	155^	115^	159^	22v	17v	43v	33v	57^
	8.00 - 8.30				A	2.2	10	193	43v	166^	133^	757	204	306	336	312	378	313	88^	116^	111^	96^	186	20v	16v	44^	55^	61^
	8.30 - 9.00				A	2.4	11	213	60^	143^	109^	767	198	303	346	332	386	348	77^	118^	113^	109^	219	23v	11v	40^	38v	53^
NBC NEWS AT SUNRISE					A	2.0	20	175	90^	338	281	640	195	368	406	332	201	447	97^	213	221	218	206	23v	54^	20v	26v	39v
MON-FRI	6.00A	30	NBC	30	B	2.0	21	176	60^	341	287	654	170	401	432	362	199	476	112^	219	229	229	220	23v	51^	15v	13v	21v
	197	98	N	30	C	2.0	21	176	60^	341	287	654	170	401	432	362	199	476	112^	219	229	229	220	23v	51^	15v	13v	21v
TODAY SHOW-7.30AM					A	4.7	22	413	53^	211	163	661	126	326	347	359	294	461	111	216	222	210	222	14v	10v	21^	18v	29^
MON-FRI	7.30A	30	NBC	30	B	4.5	22	401	59^	224	163	679	149	337	360	349	294	485	120	234	225	218	233	17^	14v	23^	21^	24^
	205	99	N	30	C	4.5	22	401	59^	224	163	679	149	337	360	349	294	485	120	234	225	218	233	17^	14v	23^	21^	24^
TODAY SHOW-8.30AM					A	4.5	21	397	86	169	144	742	128	366	377	397	350	383	96	192	186	174	179	6v	11v	17v	8v	7v
MON-FRI	8.30A	30	NBC	30	B	4.4	21	392	80	164	133	724	145	340	357	366	344	417	86	189	181	195	218	9v	9v	19^	17^	13v
	205	99	N	30	C	4.4	21	392	80	164	133	724	145	340	357	366	344	417	86	189	181	195	218	9v	9v	19^	17^	13v

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NOV. 2-8, 1987

PROGRAM NAME / DAY / TIME / #STNS / DUR / CVG% / NET / TYPE / NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME																								
ALL MY CHILDREN	A	7.4	27	654	138	229	204	123	862	371	558	445	499	347	251	275	80	15^	33^	20^	74	47^	95	26^
MON-FRI 1.00P 60 ABC 30	B	7.5	27	669	149	238	213	146	866	377	565	434	486	347	248	251	82	15^	28^	24^	59	38^	75	22^
217 99 DD 30	C	7.5	27	669	149	238	213	146	866	377	565	434	486	347	248	251	82	15^	28^	24^	59	38^	75	22^
1.00 - 1.30	A	7.0	25	617	137	225	202	125	853	365	551	437	490	348	249	283	81	16^	33^	22^	76	52^	99	29^
1.30 - 2.00	A	7.8	28	693	138	232	206	120	868	375	562	452	506	345	251	267	78	14^	33^	18^	73	42^	91	24^
AMERICAN TREASURY	A	4.5	15	399	87^	159	94	100	804	202	379	303	354	369	374	296	140	33^	42^	35^	25^	68^	44^	49^
MWF 3.58P 1 CBS 21	B	4.2	14	376	75	159	106	119	868	234	408	318	367	359	409	257	129	21^	40^	37^	32^	42^	32^	42^
195 90 DO 21	C	4.2	14	376	75	159	106	119	868	234	408	318	367	359	409	257	129	21^	40^	37^	32^	42^	32^	42^
ANOTHER WORLD	A	4.6	16	408	70^	238	206	125	857	259	504	405	480	415	279	257	81^	22^	42^	47^	28^	32^	45^	14v
MON-FRI 2.00P 60 NBC 28	B	4.5	17	401	82	217	184	127	872	264	491	384	448	409	316	281	111	22^	35^	36^	22^	31^	38^	16v
202 98 DD 28	C	4.5	17	401	82	217	184	127	872	264	491	384	448	409	316	281	111	22^	35^	36^	22^	31^	38^	16v
2.00 - 2.30	A	4.5	16	402	76^	232	200	124	851	270	504	403	474	400	275	259	80^	20v	30^	41^	33^	34^	50^	17v
2.30 - 3.00	A	4.6	16	411	65^	245	214	127	868	251	505	409	488	432	283	256	82	24^	53^	54^	23^	29^	41^	12v
AS THE WORLD TURNS	A	6.1	22	537	72	154	97	104	902	209	402	313	382	401	432	230	103	21^	20^	34^	25^	51^	38^	38^
MON-FRI 2.00P 60 CBS 35	B	5.9	21	521	82	150	97	114	919	215	411	314	388	411	433	249	116	17^	21^	30^	33^	36^	45^	24^
208 99 DD 35	C	5.9	21	521	82	150	97	114	919	215	411	314	388	411	433	249	116	17^	21^	30^	33^	36^	45^	24^
2.00 - 2.30	A	5.8	21	517	68	156	98	101	903	209	392	302	371	395	442	235	104	20^	14v	28^	23^	50^	37^	36^
2.30 - 3.00	A	6.2	22	553	75	153	97	108	906	211	413	326	394	408	425	227	102	23^	26^	39^	27^	53^	39^	41^
BOLD AND THE BEAUTIFUL	A	4.8	17	422	81	180	116	95	872	198	392	305	366	408	419	271	115	18v	8v	22^	30^	66^	49^	47^
MON-FRI 1.30P 30 CBS 35	B	4.7	17	414	86	187	130	105	895	223	420	325	392	407	409	265	113	14v	13v	21^	36^	39^	50^	25^
200 94 DD 35	C	4.7	17	414	86	187	130	105	895	223	420	325	392	407	409	265	113	14v	13v	21^	36^	39^	50^	25^
CLASSIC CONCENTRATION	A	3.1	14	271	100^	161	140	81^	855	248	422	350	392	333	391	308	138	18v	11v	24v	48^	39^	73^	13v
MON-FRI 10.30A 30 NBC 30	B	3.1	15	276	94	134	115	81^	832	225	397	328	372	325	391	319	161	22v	18v	20v	42^	54^	68^	28^
140 74 QG 30	C	3.1	15	276	94	134	115	81^	832	225	397	328	372	325	391	319	161	22v	18v	20v	42^	54^	68^	28^
DAYS OF OUR LIVES	A	6.6	24	581	112	221	188	153	851	308	539	417	490	387	239	272	90	27^	50^	56^	41^	34^	54^	21^
MON-FRI 1.00P 60 NBC 30	B	6.4	23	568	93	190	155	155	849	298	496	374	444	378	284	283	115	23^	55	51	37^	35^	52	20^
207 99 DD 30	C	6.4	23	568	93	190	155	155	849	298	496	374	444	378	284	283	115	23^	55	51	37^	35^	52	20^
1.00 - 1.30	A	6.5	24	576	113	213	182	150	846	307	533	414	488	384	239	283	95	30^	47^	56^	42^	33^	56^	19^
1.30 - 2.00	A	6.6	24	588	112	228	192	155	853	309	543	419	491	389	238	261	86	25^	52^	55^	40^	35^	51^	23^
GENERAL HOSPITAL	A	7.9	27	700	125	230	192	167	884	381	546	409	457	329	290	241	88	34^	57	44^	51	38^	60	29^
MON-FRI 3.00P 60 ABC 30	B	7.8	27	692	127	238	202	168	877	371	549	416	459	326	285	222	82	24^	65	50	48	42	57	32^
217 99 DD 30	C	7.8	27	692	127	238	202	168	877	371	549	416	459	326	285	222	82	24^	65	50	48	42	57	32^
3.00 - 3.30	A	7.9	27	696	129	232	197	167	894	390	562	423	470	333	284	237	85	31^	55	41^	56	39^	66	28^
3.30 - 4.00	A	8.0	26	705	122	227	187	167	872	371	529	394	443	324	294	244	90	37^	59	46^	47^	37^	54	29^
GUIDING LIGHT	A	5.7	19	501	85	154	99	107	873	221	419	335	390	390	399	247	112	18^	32^	32^	29^	59^	41^	46^
MON-FRI 3.00P 60 CBS 35	B	5.5	19	490	84	165	107	116	890	228	415	322	378	392	419	252	122	11v	31^	27^	33^	42^	43^	32^
207 99 DD 35	C	5.5	19	490	84	165	107	116	890	228	415	322	378	392	419	252	122	11v	31^	27^	33^	42^	43^	32^
CONT'D																								

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PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 2-8, 1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																												
GUIDING LIGHT-CONT'D																												
	3.00 - 3.30				A	5.6	20	498	83	158	103	109	885	223	431	344	397	395	402	244	112	15v	28^	32^	30^	53^	40^	43^
	3.30 - 4.00				A	5.7	19	509	86	148	94	104	856	217	405	324	381	382	394	247	112	21^	37^	33^	27^	64^	43^	49^
LOVING					A	4.3	17	379	133	229	197	154	845	383	584	445	483	342	223	245	68^	17v	31^	32^	84^	44^	99	28^
MON-FRI	12.30P	30	ABC	30	B	4.2	16	370	151	233	209	152	854	385	581	445	477	339	240	220	63^	16v	30^	26^	76	41^	88	29^
	176	88	DD	30	C	4.2	16	370	151	233	209	152	854	385	581	445	477	339	240	220	63^	16v	30^	26^	76	41^	88	29^
MR. BELVEDERE-M-F					A	2.8	13	246	166	275	250	155	765	381	576	440	460	303	169	288	51^	14v	58^	29v	128^	38^	134^	32v
MON-FRI	11.30A	30	ABC	44	B	2.7	12	236	128	229	201	136	751	344	519	410	432	294	209	279	52^	29^	55^	38^	110	59^	128	41^
	138	69	CS	44	C	2.7	12	236	128	229	201	136	751	344	519	410	432	294	209	279	52^	29^	55^	38^	110	59^	128	41^
NBC NEWS DIGEST-DAYTIME					A	4.4	15	387	53^	247	220	113	821	208	457	386	457	431	293	300	97	18v	66^	60^	26^	40^	54^	12v
MWF	2.57P	1	NBC	18	B	4.4	16	392	72	212	184	127	815	225	444	350	416	391	306	309	114	26^	58^	54^	22^	29^	32^	19^
	192	96	N	18	C	4.4	16	392	72	212	184	127	815	225	444	350	416	391	306	309	114	26^	58^	54^	22^	29^	32^	19^
NEW CARD SHARKS					A	3.1	14	276	79^	116^	96^	67^	690	212	360	302	350	307	283	458	249	5v	16v	14v	74^	66^	85^	55^
MON-FRI	10.30A	30	CBS	35	B	3.1	15	277	86^	126	92^	62^	688	194	323	268	338	321	295	441	255	14v	14v	14v	66^	55^	83^	38^
	163	78	QP	35	C	3.1	15	277	86^	126	92^	62^	688	194	323	268	338	321	295	441	255	14v	14v	14v	66^	55^	83^	38^
NEWSBREAK-11.57					A	4.6	20	408	46^	151	120	68^	738	166	298	243	283	272	401	419	226	10v	17v	15v	46^	40^	52^	33^
MON-FRI	11.57A	2	CBS	34	B	5.0	22	440	59	165	123	72	762	184	326	260	311	303	385	398	206	13v	11v	12v	42^	51^	65	29^
	181	86	N	34	C	5.0	22	440	59	165	123	72	762	184	326	260	311	303	385	398	206	13v	11v	12v	42^	51^	65	29^
NEWSBREAK-3.44					A	5.0	17	447	96	134	92	105	872	220	398	315	366	372	423	230	110	21^	37^	34^	30^	66^	45^	51^
MON	3.32P	1	CBS	35	B	4.8	17	428	71	161	110	102	876	215	380	295	352	380	439	246	121	14v	30^	22^	30^	41^	38^	34^
	195	93	N	35	C	4.8	17	428	71	161	110	102	876	215	380	295	352	380	439	246	121	14v	30^	22^	30^	41^	38^	34^
TUE&THU	3.41P	1																										
WED	3.42P	1																										
FRI	3.38P	1																										
ONE LIFE TO LIVE					A	7.8	28	691	142	216	186	141	890	383	570	439	486	348	272	234	87	16^	33^	20^	58	44^	75	27^
MON-FRI	2.00P	60	ABC	30	B	7.7	28	679	143	230	204	157	887	384	576	435	481	349	266	222	89	15^	32^	26^	50	43	67	26^
	216	99	DD	30	C	7.7	28	679	143	230	204	157	887	384	576	435	481	349	266	222	89	15^	32^	26^	50	43	67	26^
	2.00 - 2.30				A	7.6	28	673	147	213	184	136	889	380	571	445	493	349	271	234	87	14^	32^	21^	62	46^	82	27^
	2.30 - 3.00				A	8.0	28	709	138	219	188	146	891	385	570	433	480	347	274	233	87	18^	34^	18^	55	41^	68	27^
PRICE IS RIGHT 1					A	4.7	22	415	54^	124	77^	82	708	176	299	227	261	265	375	441	222	10v	16v	15v	56^	72^	67^	62^
MON-FRI	11.00A	30	CBS	34	B	5.0	23	440	76	150	98	81	737	193	319	243	289	290	372	413	224	12v	12v	12v	57^	57^	77	37^
	208	97	AP	34	C	5.0	23	440	76	150	98	81	737	193	319	243	289	290	372	413	224	12v	12v	12v	57^	57^	77	37^
PRICE IS RIGHT 2					A	6.0	27	528	45^	145	100	84	729	167	291	220	259	271	399	445	230	9v	17^	16v	54^	55^	63^	46^
MON-FRI	11.30A	30	CBS	35	B	6.2	28	549	62	157	108	79	740	185	311	239	287	289	381	428	234	13^	11v	14^	52	52	72	31^
	208	97	AP	35	C	6.2	28	549	62	157	108	79	740	185	311	239	287	289	381	428	234	13^	11v	14^	52	52	72	31^
RYAN'S HOPE					A	3.1	13	271	99^	297	262	113^	855	400	615	516	562	367	194	258	54^	13v	33^	27v	88^	44^	110^	22v
MON-FRI	12.00N	30	ABC	30	B	3.0	12	262	142	252	235	126	857	418	615	504	548	336	198	224	50^	29^	33^	33^	85^	41^	96^	30^
CONT'D																												

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MONDAY-FRIDAY DAYTIME CONT'D																									
RYAN'S HOPE-CONT'D																									
168 82 DD	30	C	3.0	12	262	142	252	235	126	857	418	615	504	548	336	198	224	50^	29^	33^	33^	85^	41^	96^	30^
SALE OF THE CENTURY																									
MON-FRI 10.00A 30 NBC	30	A	2.7	12	236	84^	146	124^	62^	825	151	351	302	339	322	437	376	185	12v	13v	20v	34v	27v	49^	11v
143 73 QG	30	B	2.7	13	240	78^	133	114	58^	804	167	352	303	331	306	425	405	206	12v	18v	14v	43^	48^	65^	25v
		C	2.7	13	240	78^	133	114	58^	804	167	352	303	331	306	425	405	206	12v	18v	14v	43^	48^	65^	25v
SANTA BARBARA																									
MON-FRI 3.00P 60 NBC	28	A	5.0	17	443	108	248	211	156	826	267	527	422	504	428	218	268	83	30^	109	76	27^	44^	54^	17v
198 98 DD	28	B	4.6	16	411	100	216	178	161	836	271	507	393	467	402	254	266	101	31^	97	72	24^	42^	47^	18^
		C	4.6	16	411	100	216	178	161	836	271	507	393	467	402	254	266	101	31^	97	72	24^	42^	47^	18^
3.00 - 3.30		A	4.8	17	427	100	256	218	147	837	254	529	431	516	452	223	263	81	31^	101	74^	26^	42^	54^	14v
3.30 - 4.00		A	5.2	17	459	117	241	205	163	817	280	525	413	492	406	213	272	85	29^	117	78	28^	45^	53^	21^
SCRABBLE																									
MON-FRI 12.30P 30 NBC	43	A	3.5	14	310	91^	169	136	57^	832	175	346	294	337	333	443	336	173	21v	5v	16v	24v	50^	51^	23v
153 82 QG	43	B	3.6	14	318	80^	131	111	76^	808	189	341	276	312	292	430	358	188	24^	17v	25^	36^	42^	52^	26^
		C	3.6	14	318	80^	131	111	76^	808	189	341	276	312	292	430	358	188	24^	17v	25^	36^	42^	52^	26^
SUPER PASSWORD																									
MON-FRI 12.00N 30 NBC	30	A	2.8	12	250	88^	108^	87^	67^	787	154	290	231	288	313	439	363	185	17v	9v	15v	39^	56^	61^	35^
153 72 QG	30	B	2.9	12	256	99^	99^	80^	88^	785	189	317	243	292	273	420	359	187	20v	22v	23v	43^	54^	67^	30^
		C	2.9	12	256	99^	99^	80^	88^	785	189	317	243	292	273	420	359	187	20v	22v	23v	43^	54^	67^	30^
$25,000 PYRAMID		A	3.3	15	292	76^	125	78^	72^	709	186	319	259	333	323	316	386	219	3v	17v	15v	53^	54^	79^	28v
MON-FRI 10.00A 30 CBS	35	B	3.2	15	285	80^	118	67^	63^	718	192	302	244	334	325	325	392	228	10v	10v	9v	58^	44^	68^	34^
172 83 QP	35	C	3.2	15	285	80^	118	67^	63^	718	192	302	244	334	325	325	392	228	10v	10v	9v	58^	44^	68^	34^
WHEEL OF FORTUNE		A	5.0	22	441	98	159	115	58^	833	203	339	287	342	292	438	323	151	21^	9v	19v	33^	39^	55^	16v
MON-FRI 11.00A 30 NBC	30	B	5.0	23	446	78	143	100	65	825	179	316	264	322	306	451	364	195	17^	18^	21^	34^	45^	57	22^
206 99 QG	30	C	5.0	23	446	78	143	100	65	825	179	316	264	322	306	451	364	195	17^	18^	21^	34^	45^	57	22^
WHO'S THE BOSS? M-F		A	3.2	15	287	136	269	243	109^	727	334	530	433	461	311	169	294	56^	19v	41^	25v	121	71^	152	40^
MON-FRI 11.00A 30 ABC	30	B	3.3	16	295	130	240	217	119	741	324	525	426	446	312	195	274	53^	36^	51^	41^	102	65^	133	35^
158 83 CS	30	C	3.3	16	295	130	240	217	119	741	324	525	426	446	312	195	274	53^	36^	51^	41^	102	65^	133	35^
WIN, LOSE OR DRAW		A	3.4	15	303	131	159	125	65^	844	257	438	379	447	342	337	278	119	22v	11v	23v	45^	50^	62^	33^
MON-FRI 11.30A 30 NBC	43	B	3.5	16	306	114	152	128	93	822	233	419	339	394	340	348	299	129	19v	25^	27^	43^	62^	74^	31^
186 88 QG	43	C	3.5	16	306	114	152	128	93	822	233	419	339	394	340	348	299	129	19v	25^	27^	43^	62^	74^	31^
YOUNG AND THE RESTLESS		A	7.3	29	649	105	186	145	123	841	262	426	317	369	333	363	254	111	17^	16^	27^	30^	60	57	33^
MON-FRI 12.30P 60 CBS	35	B	7.4	29	652	95	188	145	118	865	263	442	336	390	359	369	267	127	15^	18^	23^	35^	45	59	21^
210 99 DD	35	C	7.4	29	652	95	188	145	118	865	263	442	336	390	359	369	267	127	15^	18^	23^	35^	45	59	21^
12.30 - 1.00		A	7.1	29	627	108	188	147	123	842	265	423	314	366	329	367	268	117	18^	16^	26^	32^	58	59	31^
1.00 - 1.30		A	7.5	28	663	103	185	146	123	848	261	432	324	375	340	364	243	107	16^	15^	27^	28^	63	55	36^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 2-8, 1987

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN																									
ABC WEEKEND SPECIALS(B,R)		A	1.6	6	142	1456	148^	431^	341^	159^	377^	124^	53v	71v	60v	65v	524	352^	172^	218^	306^	233^	73v	177^	129^
SAT 1.00P 30 ABC																									
115 60 CA																									
ZACK & THE MAGIC FACTORY, PT 1																									
ALF-SAT MORN		A	4.9	18	434	1574	204	376	316	110^	247	253	130^	123^	149	104^	698	295	403	338	360	156	205	170	190
SAT 11.00A 30 NBC	6	B	6.1	23	541	1528	169	353	298	93	211	255	115	140	152	103	708	346	363	313	395	214	181	204	191
206 99 CA	6	C	6.1	23	541	1528	169	353	298	93	211	255	115	140	152	103	708	346	363	313	395	214	181	204	191
ALL NEW POUND PUPPIES		A	3.5	14	310	1388	59^	222	210	39v	156^	209	72^	137^	164^	44v	801	451	350	367	434	262	172^	248	186^
SAT 9.30A 30 ABC	7	B	3.9	15	348	1435	71^	287	254	62^	171	182	88^	94^	131	51^	795	387	408	326	469	244	225	227	242
210 99 CA	7	C	3.9	15	348	1435	71^	287	254	62^	171	182	88^	94^	131	51^	795	387	408	326	469	244	225	227	242
ALVIN AND THE CHIPMUNKS		A	4.8	18	425	1547	153	339	275	66^	226	185	60^	125^	127^	57^	797	294	503	413	384	152	233	197	188
SAT 10.30A 30 NBC	9	B	6.1	22	539	1496	145	350	302	84	206	223	89	133	144	79	718	336	382	333	384	184	200	214	170
204 98 CA	9	C	6.1	22	539	1496	145	350	302	84	206	223	89	133	144	79	718	336	382	333	384	184	200	214	170
ANIMAL CRACK-UPS		A	3.6	13	319	1508	136^	393	308	118^	475	220	106^	114^	125^	95^	420	237	183^	142^	278	168^	111^	148^	130^
SAT 12.00N 30 ABC	4	B	3.2	11	281	1451	148	389	288	130	359	256	121	135	141	115	447	226	221	174	273	156	118	126	147
165 80 CL	4	C	3.2	11	281	1451	148	389	288	130	359	256	121	135	141	115	447	226	221	174	273	156	118	126	147
BUGS BUNNY & TWEETY SHOW		A	4.1	15	363	1409	93^	351	302	76^	300	162^	89^	74^	86^	76^	596	294	303	243	354	186	168^	208	146^
SAT 11.30A 30 ABC	6	B	3.8	14	332	1474	107	393	308	122	304	194	116	78^	115	80^	584	286	298	259	325	169	156	183	142
191 89 CA	6	C	3.8	14	332	1474	107	393	308	122	304	194	116	78^	115	80^	584	286	298	259	325	169	156	183	142
CARE BEAR FAMILY		A	2.8	17	248	1523	124^	367	287	52v	339	114^	44v	70^	74^	40v	705	324	381	297	407	188^	219^	219^	188^
SAT 8.00A 30 ABC	7	B	2.2	15	192	1273	98^	257	214	49^	209	126^	46^	80^	78^	48^	681	304	377	231	451	212	239	248	203
200 97 CA	7	C	2.2	15	192	1273	98^	257	214	49^	209	126^	46^	80^	78^	48^	681	304	377	231	451	212	239	248	203
CBS STORYBREAK		A	3.1	11	275	1343	181^	344	270	58v	211^	201^	124^	76^	121^	80^	587	306	281	225^	362	192^	170^	139^	223^
SAT 12.00N 30 CBS	8	B	3.0	11	266	1441	173	377	291	77^	244	248	94^	154	167	81^	573	315	258	238	335	202	133	167	168
164 84 CL	8	C	3.0	11	266	1441	173	377	291	77^	244	248	94^	154	167	81^	573	315	258	238	335	202	133	167	168
KLUTZ																									
FLINTSTONE KIDS		A	3.9	15	346	1461	141^	336	309	62^	198	240	92^	148^	138^	102^	688	447	241	337	351	219	131^	170^	181^
SAT 11.00A 30 ABC	6	B	3.5	13	313	1543	130	396	342	109	247	238	115	123	151	87^	662	327	335	299	363	177	186	181	182
201 93 CA	6	C	3.5	13	313	1543	130	396	342	109	247	238	115	123	151	87^	662	327	335	299	363	177	186	181	182
FOOFUR		A	2.7	10	239	1445	129^	416	336	115^	189^	195^	127^	68v	129^	66v	644	310	334	274	369	172^	197^	209^	160^
SAT 12.00N 30 NBC	9	B	3.2	12	284	1440	162	372	309	100^	226	243	98^	145	140	103	599	317	282	242	357	182	174	174	183
143 79 CA	9	C	3.2	12	284	1440	162	372	309	100^	226	243	98^	145	140	103	599	317	282	242	357	182	174	174	183
FRAGGLE ROCK		A	5.0	19	443	1450	127^	335	276	48^	240	186	58^	127^	126^	59^	689	306	383	307	382	180	202	164	219
SAT 10.00A 30 NBC	9	B	5.7	21	507	1444	129	351	296	77	210	214	94	121	142	72	669	328	341	301	368	183	186	194	175
205 99 CA	9	C	5.7	21	507	1444	129	351	296	77	210	214	94	121	142	72	669	328	341	301	368	183	186	194	175
GUMMI BEARS		A	3.2	19	284	1427	64^	248	210^	97^	199^	205^	95^	111^	97^	108^	774	363	412	313	462	220^	242	205^	257
SAT 8.00A 30 NBC	9	B	3.0	21	270	1323	54^	291	243	53^	194	154	95^	60^	98^	57^	683	363	320	267	416	232	184	216	200
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																											
GUMMI BEARS-CONT'D																											
199	98	CA	9	C	3.0	21	270	1323	54^	291	243	53^	194	154	95^	60^	98^	57^	683	363	320	267	416	232	184	216	200
HELLO KITTY				A	2.1	13	186	1223	10v	281^	227^	33v	196^	82v	66v	17v	48v	34v	664	339^	325^	196^	468	268^	200^	308^	160^
SAT 8.00A	30	CBS	8	B	2.1	14	182	1260	37v	269	182	31v	187	87^	62^	25v	59^	28v	717	343	374	233	484	232	253	279	206
201	96	CA	8	C	2.1	14	182	1260	37v	269	182	31v	187	87^	62^	25v	59^	28v	717	343	374	233	484	232	253	279	206
I'M TELLING				A	2.2	8	195	1365	187^	336	274^	94^	169^	230^	115^	115^	135^	95^	630	301^	329	273^	356	177^	180^	192^	164^
SAT 12.30P	30	NBC	9	B	2.5	9	225	1386	142	368	292	111^	235	238	88^	150	149	90^	545	285	259	187	357	192	166	163	195
120	67	CA	9	C	2.5	9	225	1386	142	368	292	111^	235	238	88^	150	149	90^	545	285	259	187	357	192	166	163	195
KIDD VIDEO				A	2.9	10	257	1536	251	400	287	99^	200^	210^	145^	65^	87^	122^	726	358	368	307	419	217^	202^	158^	261
SAT 12.30P	30	CBS	8	B	2.5	9	217	1500	193	408	296	102^	239	285	103^	182	166	119^	569	304	265	240	329	190	138	176	153
141	68	CA	8	C	2.5	9	217	1500	193	408	296	102^	239	285	103^	182	166	119^	569	304	265	240	329	190	138	176	153
LITTLE CLOWNS-HAPPYTOWN				A	3.2	16	284	1443	98^	308	262	30v	224	189^	56v	134^	158^	31v	722	323	399	318	404	194^	210^	248	156^
SAT 8.30A	30	ABC	7	B	2.8	14	246	1389	86^	280	235	54^	178	139	57^	82^	87^	52^	793	344	449	307	485	239	246	270	215
205	99	CA	7	C	2.8	14	246	1389	86^	280	235	54^	178	139	57^	82^	87^	52^	793	344	449	307	485	239	246	270	215
LITTLE WIZARDS				A	3.8	14	337	1349	84^	258	222	78^	153^	247	128^	120^	157^	91^	690	397	293	335	355	227	128^	203	152^
SAT 10.00A	30	ABC	6	B	4.3	16	378	1447	95	324	285	93	206	237	122	115	154	83^	680	351	329	308	372	209	163	176	195
205	98	CA	6	C	4.3	16	378	1447	95	324	285	93	206	237	122	115	154	83^	680	351	329	308	372	209	163	176	195
MIGHTY MOUSE				A	3.6	14	319	1374	70^	254	169^	107^	285	135^	45v	90^	68^	67^	701	369	332	331	369	207	162^	252	117^
SAT 10.30A	30	CBS	8	B	4.1	15	360	1479	65^	284	219	65^	235	137	72^	65^	93	45^	823	488	335	357	466	283	183	277	189
196	96	CA	8	C	4.1	15	360	1479	65^	284	219	65^	235	137	72^	65^	93	45^	823	488	335	357	466	283	183	277	189
MUPPET BABIES I				A	4.0	19	354	1487	11v	267	229	18v	214	71^	61^	10v	52^	19v	937	451	486	319	617	322	296	348	270
SAT 8.30A	30	CBS	8	B	3.7	19	331	1420	35^	264	199	28^	189	100	62^	38^	77^	23^	867	454	413	325	541	289	253	319	222
205	98	CA	8	C	3.7	19	331	1420	35^	264	199	28^	189	100	62^	38^	77^	23^	867	454	413	325	541	289	253	319	222
MUPPET BABIES II				A	4.6	19	408	1436	27v	231	189	41^	178	64^	40v	24v	40v	24v	962	474	488	347	615	311	304	320	295
SAT 9.00A	30	CBS	8	B	4.5	20	399	1470	33^	256	200	39^	193	107	68^	39^	87	20^	914	463	451	364	550	277	273	308	242
205	98	CA	8	C	4.5	20	399	1470	33^	256	200	39^	193	107	68^	39^	87	20^	914	463	451	364	550	277	273	308	242
MUPPET BABIES III				A	4.3	17	381	1597	35v	256	219	39v	226	89^	48^	41v	83^	6v	1026	513	513	450	576	285	291	330	246
SAT 9.30A	30	CBS	8	B	4.7	19	420	1510	47^	263	217	42^	205	119	64^	54^	91	28^	923	495	429	383	541	289	252	308	232
203	98	CA	8	C	4.7	19	420	1510	47^	263	217	42^	205	119	64^	54^	91	28^	923	495	429	383	541	289	252	308	232
MY PET MONSTER				A	3.6	15	319	1470	57^	293	251	47v	241	227	88^	139^	195^	33v	709	423	285	305	404	259	145^	204	200
SAT 9.00A	30	ABC	7	B	3.7	16	324	1415	69^	249	215	60^	171	182	94^	87^	123	59^	813	413	400	319	494	277	218	238	256
208	99	CA	7	C	3.7	16	324	1415	69^	249	215	60^	171	182	94^	87^	123	59^	813	413	400	319	494	277	218	238	256
NEW ARCHIES				A	4.3	15	381	1415	186	291	239	109^	166^	279	125^	153^	156^	123^	679	350	329	315	364	216	148^	205	159^
SAT 11.30A	30	NBC	9	B	4.7	17	417	1475	183	346	297	107	201	279	111	168	153	127	648	328	321	273	375	205	170	184	192
183	92	CA	9	C	4.7	17	417	1475	183	346	297	107	201	279	111	168	153	127	648	328	321	273	375	205	170	184	192
PEE WEE'S PLAYHOUSE				A	5.5	21	487	1445	76^	258	215	84^	243	109^	43^	66^	77^	32v	835	420	415	402	433	226	207	253	180
SAT 10.00A	30	CBS	8	B	5.9	22	518	1517	70	287	240	56	238	138	60	78	95	43^	854	460	394	362	492	265	227	282	209
CONT'D																											

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PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 2–8, 1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																												
PEE WEE'S PLAYHOUSE-CONT'D	207	99	CL	8	C	5.9	22	518	1517	70	287	240	56	238	138	60	78	95	43^	854	460	394	362	492	265	227	282	209
POPEYE & SON SAT	11.00A	30	CBS	8	A	4.0	15	354	1471	83^	277	209	64^	270	141^	81^	60^	104^	37v	783	371	412	370	414	176^	238	231	182
	189	92	CA	8	B	3.8	14	333	1528	88	325	258	71^	247	171	89	82^	109	62^	784	455	329	334	450	260	190	246	204
					C	3.8	14	333	1528	88	325	258	71^	247	171	89	82^	109	62^	784	455	329	334	450	260	190	246	204
REAL GHOSTBUSTERS SAT	10.30A	30	ABC	5	A	4.6	17	408	1469	148^	359	321	101^	218	269	134^	135^	181	88^	623	421	203	244	379	261	118^	138^	241
	207	98	CA	5	B	4.8	18	422	1519	136	367	325	117	246	265	139	125	166	99	641	353	287	279	362	218	143	163	198
					C	4.8	18	422	1519	136	367	325	117	246	265	139	125	166	99	641	353	287	279	362	218	143	163	198
SMURFS I SAT	8.30A	30	NBC	9	A	4.4	21	390	1372	104^	273	241	80^	165	247	131^	116^	146^	101^	686	308	378	309	377	177	199	185	192
	205	99	CA	9	B	4.4	23	388	1378	79	304	256	55^	199	184	96	88	119	65^	691	355	336	278	413	218	195	212	201
					C	4.4	23	388	1378	79	304	256	55^	199	184	96	88	119	65^	691	355	336	278	413	218	195	212	201
SMURFS II SAT	9.00A	30	NBC	9	A	6.1	26	540	1324	142	345	289	84^	207	193	65^	128	113^	80^	580	268	312	259	321	157	164	158	162
	206	99	CA	9	B	5.5	24	489	1378	100	317	262	73	220	187	86	101	123	65	654	345	309	285	369	203	166	204	165
					C	5.5	24	489	1378	100	317	262	73	220	187	86	101	123	65	654	345	309	285	369	203	166	204	165
SMURFS III SAT	9.30A	30	NBC	9	A	6.4	25	567	1409	147	364	310	78^	248	183	46^	137	102^	81^	613	259	354	272	341	162	179	139	202
				9	B	6.0	24	534	1398	118	336	283	80	226	197	96	102	126	71	639	328	311	280	359	190	169	193	165
	206	99	CA	9	C	6.0	24	534	1398	118	336	283	80	226	197	96	102	126	71	639	328	311	280	359	190	169	193	165
TEEN WOLF SAT	11.30A	30	CBS	7	A	3.8	14	337	1402	144^	346	270	60^	213	233	135^	98^	162^	70^	610	341	268	252	357	187^	171^	149^	208
	177	88	CA	7	B	3.5	13	311	1506	144	366	296	76^	230	225	106^	120	145	80^	685	385	300	285	401	237	164	219	181
				7	C	3.5	13	311	1506	144	366	296	76^	230	225	106^	120	145	80^	685	385	300	285	401	237	164	219	181

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PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS																											
ABC COLLEGE FOOTBALL-PRE				A	2.2	7	195	1360	219^	432	209^	432	239^	659	101^	250^	414	628	383	476	312^	406	295^	152^	97^	66v	173^
SAT 3.02P	21	ABC	8	B	2.1	7	187	1378	186	455	227	436	214	610	115^	264	389	562	340	391	274	325	244	171	135^	67^	178
153	74	SC	8	C	2.1	7	187	1378	186	455	227	436	214	610	115^	264	389	562	340	391	274	325	244	171	135^	67^	178
ABC COLLEGE FOOTBALL-GAME				A	5.5	14	487	1360	176	431	206	418	187	779	84^	261	398	757	377	470	314	407	319	288	86^	55^	64^
SAT 3.23P	229	ABC	8	B	4.9	14	436	1395	182	466	226	444	210	747	80	231	399	721	373	437	319	382	352	284	100	70	82
208	98	SE	8	C	4.9	14	436	1395	182	466	226	444	210	747	80	231	399	721	373	437	319	382	352	284	100	70	82
STANFORD VS USC																											
MICHIGAN VS MINNESOTA																											
3.00 - 3.30				A	4.0	12	354	1397	162^	399	185	398	188	726	83^	268	401	710	385	483	318	417	313	227	85^	42v	187
3.30 - 4.00				A	4.4	13	390	1391	177	439	197	427	167	752	88^	266	417	738	402	508	329	435	336	230	95^	53^	104^
4.00 - 4.30				A	5.0	15	443	1279	160	384	189	367	157	757	56^	240	384	747	374	478	328	432	326	269	91^	51^	47^
4.30 - 5.00				A	5.3	15	470	1259	142	365	159	355	145	787	93^	269	379	769	362	456	286	380	297	314	78^	49^	30v
5.00 - 5.30				A	5.2	14	461	1320	193	440	226	428	199	747	84^	260	377	723	353	450	294	390	304	273	74^	40^	59^
5.30 - 6.00				A	6.2	16	549	1389	165	438	225	422	198	817	85^	253	407	791	380	479	321	420	337	312	86^	57^	48^
6.00 - 6.30				A	6.3	14	558	1399	182	440	228	425	213	799	96^	254	418	768	387	481	322	416	360	287	81^	61^	78^
6.30 - 7.00				A	6.7	14	594	1382	203	433	200	425	195	811	80^	287	432	796	416	485	352	421	328	310	82^	63^	56^
7.00 - 7.30				A	3.9	8	346	1363	205	492	234	479	217	698	94^	289	381	669	352	428	287	363	238	242	94^	73^	79^
ABC COLLEGE FOOTBALL-POST(B)				A	3.1	6	275	1387	158^	455	175^	455	185^	833	91^	266	436	833	436	469	345	378	373	364	39v	30v	59v
SAT 6.44P	16	ABC																									
96	55	SC																									
CBS COLLEGE FOOTBALL PRE				A	3.4	11	301	1296	227	449	259	433	234	629	99^	210^	387	584	342	380	288	326	311	204^	82^	52v	136^
SAT 2.30P	13	CBS	8	B	3.4	11	298	1286	177	423	231	401	192	581	84^	232	346	557	322	366	262	306	237	191	120	73^	163
207	99	SC	8	C	3.4	11	298	1286	177	423	231	401	192	581	84^	232	346	557	322	366	262	306	237	191	120	73^	163
CBS COLLEGE FOOTBALL GAME				A	5.3	15	470	1303	167	406	208	398	195	720	93^	238	387	677	344	407	294	357	316	270	104^	87^	74^
SAT 2.43P	197	CBS	8	B	5.0	15	446	1382	146	422	203	407	189	755	79	244	408	727	380	442	329	391	353	285	120	90	85
207	99	SE	8	C	5.0	15	446	1382	146	422	203	407	189	755	79	244	408	727	380	442	329	391	353	285	120	90	85
FLORIDA STATE VS AUBURN																											
2.30 - 3.00				A	3.7	11	328	1226	155^	436	231	427	223	656	70^	171^	338	614	296	337	267	308	334	277	71^	50v	63^
3.00 - 3.30				A	4.8	15	425	1276	131^	370	182	361	170	747	83^	200	373	706	331	399	290	358	352	306	101^	87^	56^
3.30 - 4.00				A	5.7	17	505	1325	161	383	210	377	204	766	86^	228	371	723	328	421	285	378	355	302	101^	90^	75^
4.00 - 4.30				A	5.4	17	478	1343	194	411	243	401	219	726	98^	254	397	682	352	434	299	381	330	247	123^	106^	82^
4.30 - 5.00				A	5.3	15	470	1366	207	418	225	408	218	743	121^	271	430	693	381	445	309	374	320	248	127^	97^	78^
5.00 - 5.30				A	5.8	16	514	1278	159	388	179	380	187	721	94^	270	413	680	372	428	319	375	281	252	85^	73^	85^
5.30 - 6.00				A	5.5	14	487	1311	159	464	207	460	168	669	86^	237	367	630	328	357	281	310	269	273	103^	88^	74^
CBS NFL TODAY				A	6.2	20	549	1418	197	481	250	472	253	705	96^	297	455	669	419	479	359	419	318	190	109^	91^	122
SUN 12.30P	30	CBS	9	B	5.6	18	500	1397	187	457	247	446	250	744	97	307	492	716	464	517	395	449	327	199	81	67	114
195	97	SC	9	C	5.6	18	500	1397	187	457	247	446	250	744	97	307	492	716	464	517	395	449	327	199	81	67	114

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WEEKEND DAYTIME SPORTS CONT'D																											
CBS NFL FOOTBALL GAME 1				A	16.4	42	1453	1604	223	521	317	503	286	876	103	358	566	840	530	597	463	530	396	243	97	74	110
SUN 1.00P	208	CBS	8	B	13.5	35	1192	1576	207	501	286	485	264	867	99	330	546	833	512	582	447	517	404	251	98	73	110
205	99	SE	8	C	13.5	35	1192	1576	207	501	286	485	264	867	99	330	546	833	512	582	447	517	404	251	98	73	110
VARIOUS TEAMS AND TIMES																											
1.00 - 1.30				A	12.3	36	1090	1559	219	489	274	483	275	857	95	330	538	831	512	585	443	515	412	246	88	68	124
1.30 - 2.00				A	16.0	42	1418	1562	215	500	301	485	268	861	89	343	556	826	520	582	466	528	401	244	94	80	107
2.00 - 2.30				A	17.0	44	1506	1554	210	501	316	481	279	866	108	354	558	825	518	588	451	521	394	237	91	69	97
2.30 - 3.00				A	17.1	44	1515	1616	220	518	309	499	279	895	118	372	586	857	548	614	468	534	401	243	113	89	90
3.00 - 3.30				A	16.5	42	1462	1629	225	541	333	517	295	886	105	366	576	855	545	611	471	537	393	245	88	66	113
3.30 - 4.00				A	17.4	43	1542	1654	238	547	340	526	303	880	99	363	568	843	531	599	469	537	389	244	95	70	131
4.00 - 4.30				A	17.7	41	1568	1609	232	536	327	519	301	867	102	364	570	829	531	596	468	533	382	233	97	67	109
4.30 - 5.00				A	13.0	30	1152	1614	223	512	348	496	302	900	104	390	620	864	584	641	516	573	415	223	93	62	109
CBS NFL FOOTBALL POST				A	9.1	21	806	1645	259	557	378	538	332	850	116	424	623	810	583	625	507	549	348	184	103	70^	136
SUN 4.36P	13	CBS	4	B	7.4	18	655	1619	252	539	331	522	307	858	101	352	564	820	526	593	463	531	394	226	119	91	103
126	75	SC	4	C	7.4	18	655	1619	252	539	331	522	307	858	101	352	564	820	526	593	463	531	394	226	119	91	103
MERRILL LYNCH GOLF(S)				A	2.1	5	186	1650	189^	662	191^	658	232^	606	17v	101^	248^	601	243^	279^	231^	267^	352	321^	94^	51v	288^
SUN 4.00P	120	ABC																									
163	84	SE																									
4.00 - 4.30				A	1.6	4	142	1718	174^	657	232^	636	270^	549	<<	171^	280^	549	280^	305^	279^	303^	258^	244^	122^	84v	390^
4.30 - 5.00				A	1.6	4	142	1742	177^	732	243^	732	267^	581	17v	104v	199^	565	183^	202^	183^	202^	304^	363^	121^	85v	307^
5.00 - 5.30				A	2.2	5	195	1714	203^	697	209^	697	245^	641	30v	115^	249^	634	242^	272^	219^	250^	355	362	87^	52v	289^
5.30 - 6.00				A	2.8	6	248	1625	207^	645	136^	645	197^	667	19v	56v	275	667	275	335	256^	316	457	332	73^	16v	240^
NFL LIVE				A	4.2	14	372	1458	213	394	273	391	238	797	146^	394	611	747	561	589	465	494	324	158^	133^	79^	134^
SUN 12.30P	30	NBC	9	B	4.0	13	353	1387	198	435	245	421	212	746	126	340	508	697	459	517	382	440	304	180	88	67^	118
198	99	SC	9	C	4.0	13	353	1387	198	435	245	421	212	746	126	340	508	697	459	517	382	440	304	180	88	67^	118
NFL GAME 1				A	7.7	20	682	1457	183	413	246	403	236	820	116	314	495	780	454	522	378	446	369	258	133	104	91^
SUN 1.00P	199	NBC	4	B	7.8	21	692	1517	218	461	280	445	246	860	111	354	542	826	508	569	431	492	359	257	93	67	103
196	84	SE	4	C	7.8	21	692	1517	218	461	280	445	246	860	111	354	542	826	508	569	431	492	359	257	93	67	103
VARIOUS TEAMS AND TIMES																											
1.00 - 1.30				A	6.4	19	567	1457	187	405	249	393	252	822	101^	359	534	774	485	537	432	485	342	236	131	89^	99^
1.30 - 2.00				A	7.3	19	647	1424	167	389	235	382	233	841	129	334	520	793	473	563	391	482	390	230	101	77^	93^
2.00 - 2.30				A	8.3	21	735	1403	170	399	230	396	231	801	124	319	470	761	430	508	346	424	357	253	123	100	80^
2.30 - 3.00				A	7.6	20	673	1439	188	405	254	395	247	788	126	305	474	739	425	493	348	416	346	246	159	135	86^
3.00 - 3.30				A	8.0	21	709	1487	181	436	258	427	238	829	115	295	483	789	443	504	368	429	373	285	135	109	87^
3.30 - 4.00				A	8.5	21	753	1450	191	420	248	406	224	825	102	294	481	799	455	520	379	444	381	279	119	91	86
4.00 - 4.30				A	7.7	18	682	1522	196	441	245	424	220	809	110	288	488	777	457	508	378	430	380	269	158	116	114
NFL GAME 2				A	12.3	25	1090	1603	237	519	282	506	284	893	62	326	567	878	551	615	505	568	431	263	96	72	94
CONT'D																											

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PROGRAM NAME / DAY / TIME / DUR / NET / #STNS / CVG% / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																									
NFL GAME 2-CONT'D																									
SUN 4.24P 168 NBC	4	B	12.4	28	1102	1596	235	521	300	505	285	885	98	330	561	850	526	599	463	535	418	251	97	73	92
202 92 SE	4	C	12.4	28	1102	1596	235	521	300	505	285	885	98	330	561	850	526	599	463	535	418	251	97	73	92
HOUSTON VS SAN FRANCISCO																									
MIAMI VS CINCINNATI																									
4.00 - 4.30		A	7.7	18	682	1599	261	547	292	527	284	867	65^	313	545	860	538	585	480	527	405	275	96	70^	90^
4.30 - 5.00		A	10.1	23	895	1577	258	535	289	522	296	867	48^	289	537	857	527	589	489	551	433	268	66^	58^	109
5.00 - 5.30		A	12.5	28	1108	1587	221	488	269	475	279	912	51^	314	569	902	559	624	519	584	455	278	87	71	100
5.30 - 6.00		A	12.9	28	1143	1576	218	492	276	480	277	900	57	318	563	887	550	616	505	571	454	271	109	77	76
6.00 - 6.30		A	12.7	25	1125	1620	235	514	280	502	289	911	69	351	603	892	583	644	534	594	437	248	105	79	90
6.30 - 7.00		A	13.6	25	1205	1621	245	528	278	517	275	902	72	347	583	882	563	624	512	573	416	258	97	69	93
7.00 - 7.30		A	13.5	23	1196	1688	268	623	325	599	305	838	83	331	514	817	493	563	431	501	357	253	115	73	114
PBA FALL TOUR																									
SAT 2.00P 76 NBC		A	2.4	8	213	1496	166^	611	316	566	288^	694	79^	160^	309	673	288^	313	230^	255^	310	360	36v	26v	155^
152 85 SE	2	B	2.2	7	198	1440	180^	631	300	602	288	651	71^	149^	275	632	257	299	204^	247	294	332	25v	17v	134^
2.00P 47	2	C	2.2	7	198	1440	180^	631	300	602	288	651	71^	149^	275	632	257	299	204^	247	294	332	25v	17v	134^
& 3.01P 29																									
2.00 - 2.30		A	2.2	7	195	1576	197^	657	352	571	283^	671	77v	189^	288^	648	265^	298^	211^	245^	260^	350	42v	29v	206^
2.30 - 3.00		A	2.4	8	213	1452	165^	582	319	556	310	674	60v	142^	296^	653	274^	294^	236^	256^	307	358	37v	37v	159^
3.00 - 3.30		A	2.5	8	222	1512	146^	613	296	591	293	757	95^	150^	349	736	328	350	253^	275^	370	386	30v	19v	112^
QUEST FOR THE NBA CROWN(S)		A	1.9	6	168	1240	200^	312^	235^	296^	207^	544	147^	274^	411	437	303^	339^	264^	300^	219^	98v	201^	155^	182^
SAT 2.00P 30 CBS																									
141 80 SC																									
SPORTSWORLD SPECIAL(S)		A	2.4	7	213	1323	256^	534	369	523	327	497	109^	213^	301	486	291^	320	192^	221^	186^	166^	98^	29v	195^
SAT 3.30P 90 NBC																									
176 92 SA																									
3.30 - 4.00		A	2.4	7	213	1386	228^	522	400	490	324	594	143^	251^	348	572	326	363	206^	242^	214^	209^	91^	17v	179^
4.00 - 4.30		A	2.3	7	204	1355	243^	501	359	501	314	475	114^	243^	317	466	308^	314	204^	209^	144^	152^	112^	26v	267^
4.30 - 5.00		A	2.4	7	213	1286	307	599	365	598	357	441	77v	155^	252^	441	252^	298^	175^	221^	205^	143^	96^	44v	149^

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PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	W 18-34	W 18-49	W 21+	W 25-49	W 25-54	W 35-64	W 55+	MEN TOTAL	M 18-34	M 18-49	M 21+	M 21-49	M 25-49	M 25-54	M 35-64	M 55+	TEENS TOT. 12-17
WEEKEND DAYTIME OTHER																											
BUSINESS WORLD				A	1.0	3	89	1227	217^	479^	99v	231^	479^	197^	212^	279^	233^	611^	232^	413^	605^	408^	364^	428^	322^	134v	86v
SUN 12.30P	30	ABC	6	B	1.4	4	123	1279	191^	574	121^	256^	571	232^	251^	272^	299	572	154^	334	557	319	288	332	290	194^	63v
121	70	N	6	C	1.4	4	123	1279	191^	574	121^	256^	571	232^	251^	272^	299	572	154^	334	557	319	288	332	290	194^	63v
FACE THE NATION				A	3.0	11	266	1251	162^	691	97^	180^	655	123^	181^	277	453	491	109^	184^	473	166^	117^	143^	149^	281	58v
SUN 10.30A	30	CBS	7	B	2.6	9	228	1340	218	694	126^	240	676	201	260	278	396	543	114^	226	535	218	190	223	221	283	34v
123	82	CC	7	C	2.6	9	228	1340	218	694	126^	240	676	201	260	278	396	543	114^	226	535	218	190	223	221	283	34v
HEALTH SHOW				A	1.3	5	115	1220	222^	450^	147^	268^	449^	258^	344^	273^	97v	522^	245^	415^	522^	415^	370^	452^	276^	25v	72v
SAT 12.30P	30	ABC	4	B	1.5	5	133	1230	132^	451	131^	202^	439	162^	266	239	145^	405	159^	273	388	257	216^	264	207^	83^	147^
131	66	N	4	C	1.5	5	133	1230	132^	451	131^	202^	439	162^	266	239	145^	405	159^	273	388	257	216^	264	207^	83^	147^
MEET THE PRESS				A	2.5	9	222	1242	254^	651	179^	298	651	297	325	283^	325	498	134^	296	475	273^	272^	336	241^	138^	14v
SUN 9.30A	30	NBC	7	B	1.9	7	166	1318	211	678	164^	243	668	211	269	255	377	495	139^	231	473	210	191^	240	220	215	52^
133	86	CC	7	C	1.9	7	166	1318	211	678	164^	243	668	211	269	255	377	495	139^	231	473	210	191^	240	220	215	52^
SUNDAY MORNING				A	4.0	16	354	1318	241	652	111^	253	651	236	282	297	353	533	134^	254	519	240	211	261	268	229	52^
SUN 9.00A	90	CBS	7	B	4.2	17	376	1334	230	680	135	254	674	228	291	294	363	542	128	262	539	259	233	281	273	231	26^
178	96	N	7	C	4.2	17	376	1334	230	680	135	254	674	228	291	294	363	542	128	262	539	259	233	281	273	231	26^
9.00 - 9.30				A	3.6	16	319	1306	174^	630	96^	229	630	221	261	296	362	536	119^	250	521	235	209	257	288	239	53^
9.30 - 10.00				A	4.2	16	372	1366	265	663	119^	274	662	256	301	304	345	547	144^	275	534	262	235	283	264	224	55^
10.00 - 10.30				A	4.2	16	372	1280	275	658	117^	253	658	229	280	290	354	516	135^	236	501	221	189	243	253	226	47^
SUNDAY TODAY				A	1.9	10	168	1339	216^	559	232^	276^	540	246^	294^	223^	234^	629	282^	394	600	366^	286^	360^	233^	160^	57v
SUN 8.00A	90	NBC	8	B	1.6	9	143	1359	233	623	185^	278	616	242	311	274	276	548	169^	297	544	293	255	317	269	190^	54^
121	88	N	8	C	1.6	9	143	1359	233	623	185^	278	616	242	311	274	276	548	169^	297	544	293	255	317	269	190^	54^
8.00 - 8.30				A	1.4	10	124	1301	147^	506^	219^	256^	506^	241^	251^	213^	240^	656	255^	409^	619	371^	317^	388^	289^	176^	63v
8.30 - 9.00				A	2.0	11	177	1443	261^	610	250^	295^	584	268^	360	257^	222^	658	307^	431	631	403	316^	382	251^	162^	68v
9.00 - 9.30				A	2.1	9	186	1394	240^	598	245^	298^	573	252^	288^	217^	264^	642	303^	387	616	362	263^	354	202^	164^	47v
THIS WEEK-DAVID BRINKLEY				A	3.3	11	292	1333	114^	633	60^	126^	625	101^	134^	276	474	579	109^	284	579	283	258	316	292	238	42v
SUN 11.30A	60	ABC	5	B	3.3	11	289	1367	156	700	84^	167	687	135	177	281	491	560	121	244	551	234	199	243	221	273	38^
200	99	N	5	C	3.3	11	289	1367	156	700	84^	167	687	135	177	281	491	560	121	244	551	234	199	243	221	273	38^
11.30 - 12.00				A	3.1	11	275	1352	110^	632	58v	130^	631	109^	139^	276	472	583	111^	304	582	303	285	332	305	232	52v
12.00 - 12.30				A	3.5	12	310	1317	118^	635	62^	121^	620	94^	130^	276	476	576	106^	266	576	266	235	302	280	243	33v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. NOV.2, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	62.6	64.4	65.4	66.5	67.7	69.5	70.4	71.1	70.1	69.1	68.3	67.5	65.3	63.9	61.6	57.9

ABC TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
Program					←MACGYVER (PAE)→				←NFL MONDAY NIGHT FOOTBALL NY GIANTS VS DALLAS (9:00-12:16)(PAE)→							
AVERAGE AUDIENCE (Hhlds (000))					9,920				15,330							
AVERAGE AUDIENCE (%)					11.2	10.4 *		12.0 *	17.3	17.5 *		19.6 *		19.5 *		16.6 *
SHARE AUDIENCE %					17	16 *		18 *	30	26 *		29 *		30 *		26 *
AVG. AUD. BY 1/4 HR %					10.3	10.6	11.8	12.1	16.8	18.2	19.2	20.0	19.9	19.1	16.4	16.9

CBS TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
Program					←SPECIAL MOVIE PRSNT-MON ECHOES IN THE DARKNESS, PART 2 (PAE)→											
AVERAGE AUDIENCE (Hhlds (000))					19,490											
AVERAGE AUDIENCE (%)					22.0	18.7 *		20.2 *		22.2 *		23.1 *		23.9 *		23.7 *
SHARE AUDIENCE %					33	27 *		29 *		32 *		34 *		37 *		40 *
AVG. AUD. BY 1/4 HR %					18.2	19.2	20.0	20.5	22.2	22.2	22.7	23.5	24.0	23.7	24.2	23.2

NBC TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
Program					ALF		VALERIE'S FAMILY		←NBC MONDAY NIGHT MOVIES OH GOD! YOU DEVIL→							
AVERAGE AUDIENCE (Hhlds (000))					16,130		14,880		10,100							
AVERAGE AUDIENCE (%)					18.2		16.8		11.4	12.4 *		11.8 *		11.1 *		10.2 *
SHARE AUDIENCE %					27		24		17	18 *		17 *		17 *		17 *
AVG. AUD. BY 1/4 HR %					17.4	19.0	16.8	16.7	12.6	12.1	12.1	11.5	11.3	10.9	10.8	9.5

OTHER SOURCES

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	14.8	14.6	12.1	12.4	13.3	13.3	10.1	8.7
SHARE AUDIENCE %	23	22	18	18	19	20	16	15
SUPERSTATIONS AVERAGE AUDIENCE	3.2	2.8	2.4	2.4	2.4	2.4	2.2	2.2
SHARE AUDIENCE %	5	4	3	3	3	4	3	4
PBS AVERAGE AUDIENCE	2.7	3.5	4.2	4.4	3.3	2.8	2.2	1.9
SHARE AUDIENCE %	4	5	6	6	5	4	3	3
CABLE ORIG. AVERAGE AUDIENCE	5.0	5.7	5.6	5.9	5.1	4.7	4.7	4.7
SHARE AUDIENCE %	8	9	8	8	7	7	7	8
PAY SERVICES AVERAGE AUDIENCE	2.6	2.4	3.1	3.2	3.1	2.3	2.2	2.2
SHARE AUDIENCE %	4	4	5	5	4	3	3	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. NOV. 3, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	59.2	60.5	61.3	62.5	63.7	65.6	66.3	66.4	64.0	64.5	64.8	64.1	58.3	56.6	53.9	51.3
ABC TV					WHO'S THE BOSS?		GROWING PAINS		←MOONLIGHTING (PAE)→				←THIRTYSOMETHING (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)					19,580 22.1		20,820 23.5		17,630 19.9	19.8 *		20.0 *	11,610 13.1	13.9 *		12.4 *
SHARE AUDIENCE %					34		35		31	31 *		31 *	24	24 *		24 *
AVG. AUD. BY 1/4 HR %					21.0	23.2	23.1	23.8	19.8	19.9	20.0	20.0	14.1	13.6	12.5	12.3
CBS TV					←HOUSTON KNIGHTS→				←JAKE AND THE FATMAN (PAE)→				←LAW & HARRY MCGRAW→			
AVERAGE AUDIENCE (Hhlds (000) & %)					7,270 8.2	8.2 *		8.2 *	10,010 11.3	11.3 *		11.4 *	8,510 9.6	9.4 *		9.8 *
SHARE AUDIENCE %					13	13 *		12 *	18	18 *		18 *	17	16 *		19 *
AVG. AUD. BY 1/4 HR %					8.4	8.0	8.0	8.3	11.1	11.4	11.6	11.1	9.3	9.4	9.7	9.9
NBC TV					←MATLOCK→				←J.J. STARBUCK→				←CRIME STORY→			
AVERAGE AUDIENCE (Hhlds (000) & %)					14,800 16.7	16.4 *		17.0 *	10,450 11.8	11.8 *		11.7 *	10,810 12.2	12.2 *		12.1 *
SHARE AUDIENCE %					25	25 *		26 *	18	18 *		18 *	22	21 *		23 *
AVG. AUD. BY 1/4 HR %					16.0	16.7	17.3	16.8	11.9	11.7	11.6	11.9	12.2	12.2	12.2	12.0

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	15.1	14.4	12.7	13.0	15.1	15.7	13.9	10.9
SHARE AUDIENCE %	25	23	20	20	24	24	24	21
SUPERSTATIONS AVERAGE AUDIENCE	4.1	3.5	2.7	3.1	3.6	4.1	2.9	2.3
SHARE AUDIENCE %	7	6	4	5	6	6	5	4
PBS AVERAGE AUDIENCE	2.5	3.2	4.3	4.1	3.7	3.6	2.7	2.7
SHARE AUDIENCE %	4	5	7	6	6	6	5	5
CABLE ORIG. AVERAGE AUDIENCE	5.2	4.5	4.0	3.7	4.7	4.7	5.2	4.7
SHARE AUDIENCE %	9	7	6	6	7	7	9	9
PAY SERVICES AVERAGE AUDIENCE	2.7	3.0	3.8	4.1	4.5	3.8	4.1	3.7
SHARE AUDIENCE %	5	5	6	6	7	6	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. NOV.4, 1987

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT		58.0	58.6	59.6	61.5	61.6	62.5	62.9	63.8	63.1	63.0	62.0	60.7	58.9	58.3	55.7	53.4
ABC TV						PERFECT STRANGERS		HEAD OF THE CLASS		HOOPERMAN		SLAP MAXWELL (PAE)		←DYNASTY (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)						14,710 16.6		15,150 17.1		14,000 15.8		11,780 13.3		13,200 14.9	14.8 *		14.9 *
SHARE AUDIENCE	%					27		27		25		22		26	25 *		27 *
AVG. AUD. BY 1/4 HR	%					16.2	17.0	16.7	17.4	15.8	15.8	13.3	13.3	14.6	14.9	15.1	14.8
CBS TV						←OLDEST ROOKIE→				←MAGNUM, P.I. (PAE)→				←EQUALIZER→			
AVERAGE AUDIENCE (Hhlds (000) & %)						8,860 10.0	9.9 *		10.0 *	12,050 13.6	13.1 *		14.2 *	11,610 13.1	13.5 *		12.7 *
SHARE AUDIENCE	%					16	16 *		16 *	22	21 *		23 *	23	23 *		23 *
AVG. AUD. BY 1/4 HR	%					10.1	9.7	9.8	10.1	12.6	13.5	14.4	14.0	13.8	13.2	12.9	12.6
NBC TV						←HIGHWAY TO HEAVEN→				←A YEAR IN THE LIFE→				←ST. ELSEWHERE→			
AVERAGE AUDIENCE (Hhlds (000) & %)						11,610 13.1	12.8 *		13.5 *	10,100 11.4	11.1 *		11.7 *	11,520 13.0	12.8 *		13.2 *
SHARE AUDIENCE	%					21	21 *		21 *	18	18 *		19 *	23	22 *		24 *
AVG. AUD. BY 1/4 HR	%					12.6	13.0	13.5	13.5	11.4	10.8	11.7	11.7	12.5	13.2	13.4	13.1

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	15.9	16.4	15.6	16.0	17.0	16.8	13.0	10.1
SHARE AUDIENCE %	27	27	25	25	27	27	22	18
SUPERSTATIONS								
AVERAGE AUDIENCE	4.1	3.8	3.8	3.7	3.7	4.1	4.0	2.5
SHARE AUDIENCE %	7	6	6	6	6	7	7	5
PBS								
AVERAGE AUDIENCE	2.4	2.4	4.3	4.2	3.8	3.6	3.0	2.1
SHARE AUDIENCE %	4	4	7	7	6	6	5	4
CABLE ORIG.								
AVERAGE AUDIENCE	4.9	5.5	5.8	5.6	5.0	4.6	4.2	4.2
SHARE AUDIENCE %	8	9	9	9	8	7	7	8
PAY SERVICES								
AVERAGE AUDIENCE	2.3	2.1	2.7	2.9	3.4	3.6	3.4	3.1
SHARE AUDIENCE %	4	3	4	5	5	6	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. NOV.5, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	58.9	59.9	60.1	61.7	64.1	65.7	65.8	66.4	65.0	64.6	62.6	61.7	61.0	60.3	58.4	56.0
ABC TV					SLEDGE HAMMER		ABC THURSDAY NIGHT MOVIE A VIEW TO A KILL (8:30-11:02)(PAE)									
AVERAGE AUDIENCE (Hhlds (000))					6,820		8,420									
AVERAGE AUDIENCE (%)					7.7		9.5	8.2 *		9.1 *		9.8 *		10.1 *		10.2 *
SHARE AUDIENCE %					12		15	12 *		14 *		16 *		17 *		18 *
AVG. AUD. BY 1/4 HR %					8.0	7.5	8.2	8.2	9.1	9.2	9.7	9.9	10.0	10.2	9.9	10.4
CBS TV					TOUR OF DUTY				WISEGUY (PAE)				KNOTS LANDING			
AVERAGE AUDIENCE (Hhlds (000))					9,040				9,130				13,470			
AVERAGE AUDIENCE (%)					10.2	9.5 *		10.9 *	10.3	9.9 *		10.7 *	15.2	14.8 *		15.6 *
SHARE AUDIENCE %					16	15 *		16 *	16	15 *		17 *	26	24 *		27 *
AVG. AUD. BY 1/4 HR %					9.4	9.5	10.9	10.8	9.9	9.9	10.3	11.1	14.4	15.2	15.5	15.7
NBC TV					BILL COSBY SHOW		A DIFFERENT WORLD		CHEERS		BEVERLY HILL'S BUNTZ SPEC		L.A. LAW			
AVERAGE AUDIENCE (Hhlds (000))					27,820		26,310		23,040		18,070		16,570			
AVERAGE AUDIENCE (%)					31.4		29.7		26.0		20.4		18.7	19.2 *		18.2 *
SHARE AUDIENCE %					48		45		40		33		32	32 *		32 *
AVG. AUD. BY 1/4 HR %					29.6	33.1	29.3	30.1	26.1	25.9	21.2	19.7	19.4	18.9	18.5	17.8

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	15.9	15.1	12.4	13.4	14.3	14.3	12.1	9.8
SHARE AUDIENCE %	27	25	19	20	22	23	20	17
SUPERSTATIONS AVERAGE AUDIENCE	4.3	3.5	2.8	3.1	3.4	3.8	3.5	2.6
SHARE AUDIENCE %	7	6	4	5	5	6	6	5
PBS AVERAGE AUDIENCE	1.5	2.3	2.8	3.3	2.6	2.5	2.1	1.8
SHARE AUDIENCE %	3	4	4	5	4	4	3	3
CABLE ORIG. AVERAGE AUDIENCE	4.8	5.3	5.4	6.1	6.2	6.5	5.3	4.5
SHARE AUDIENCE %	8	9	8	9	10	10	9	8
PAY SERVICES AVERAGE AUDIENCE	1.8	1.9	1.9	2.1	3.7	4.3	4.1	3.6
SHARE AUDIENCE %	3	3	3	3	6	7	7	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. NOV.6, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	54.3	55.1	55.2	56.2	56.3	57.3	57.5	58.1	59.4	59.1	58.4	58.6	55.7	54.5	53.1	51.2
ABC TV					FULL HOUSE		I MARRIED DORA		MR. BELVEDERE		PURSUIT OF HAPPINESS (PAE)		←20/20 (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)					9,570 10.8		9,830 11.1		8,860 10.0		6,730 7.6		10,100 11.4	11.8 *		11.1 *
SHARE AUDIENCE %					19		19		17		13		21	21 *		21 *
AVG. AUD. BY 1/4 HR %					10.6	11.1	11.0	11.3	10.4	9.6	7.3	7.8	11.5	12.1	11.4	10.7
CBS TV					←BEAUTY & THE BEAST→				←DALLAS (PAE)→				←FALCON CREST→			
AVERAGE AUDIENCE (Hhlds (000) & %)					10,630 12.0	12.0 *		12.0 *	15,330 17.3	16.7 *		17.9 *	12,940 14.6	14.6 *		14.7 *
SHARE AUDIENCE %					21	21 *		21 *	29	28 *		31 *	27	26 *		28 *
AVG. AUD. BY 1/4 HR %					12.1	11.8	11.6	12.3	16.1	17.3	18.0	17.8	14.8	14.4	14.7	14.6
NBC TV					←RAGS TO RICHES→				←MIAMI VICE→				←PRIVATE EYE→			
AVERAGE AUDIENCE (Hhlds (000) & %)					7,970 9.0	8.6 *		9.5 *	9,830 11.1	10.8 *		11.3 *	8,590 9.7	9.6 *		9.7 *
SHARE AUDIENCE %					16	15 *		16 *	19	18 *		19 *	18	17 *		19 *
AVG. AUD. BY 1/4 HR %					8.7	8.6	9.3	9.6	10.8	10.9	11.0	11.6	9.8	9.5	9.6	9.8
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	14.4		14.2		14.3		15.0		14.4		14.8		12.3		10.9	
SHARE AUDIENCE %	26		25		25		26		24		25		22		21	
SUPERSTATIONS																
AVERAGE AUDIENCE	3.2		3.3		3.4		3.8		3.4		3.4		3.5		3.0	
SHARE AUDIENCE %	6		6		6		7		6		6		6		6	
PBS																
AVERAGE AUDIENCE	1.9		2.2		3.4		3.6		2.4		2.2		1.8		1.4	
SHARE AUDIENCE %	3		4		6		6		4		4		3		3	
CABLE ORIG.																
AVERAGE AUDIENCE	4.8		5.1		5.7		5.8		5.8		5.8		5.6		4.4	
SHARE AUDIENCE %	9		9		10		10		10		10		10		8	
PAY SERVICES																
AVERAGE AUDIENCE	1.9		2.3		4.4		4.7		4.4		4.3		4.1		4.2	
SHARE AUDIENCE %	3		4		8		8		7		7		7		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	50.1	50.7	50.7	51.4	54.3	54.7	55.1	56.4	57.1	56.7	55.4	54.9	52.2	51.7	51.1	50.2	46.3	43.4
ABC TV	(1)				←SABLE→				←OHARA (PAE)→				←HOTEL (PAE)→					
AVERAGE AUDIENCE (Hhlds (000) & %)		3.9 *			8,770 9.9	9.9 *		9.9 *	8,150 9.2	8.8 *		9.5 *	7,620 8.6	8.3 *		8.9 *		
SHARE AUDIENCE %		8 *			18	18 *		18 *	16	15 *		17 *	17	16 *		18 *		
AVG. AUD. BY 1/4 HR %	4.2	3.5			10.1	9.8	9.9	9.8	9.0	8.6	9.5	9.6	8.2	8.5	8.8	9.1		
CBS TV					MY SISTER SAM		EVERYTHING'S RELATIVE		←LEG WORK (PAE)→				←WEST 57TH→					
AVERAGE AUDIENCE (Hhlds (000) & %)					6,110 6.9		4,960 5.6		4,700 5.3	5.0 *		5.6 *	6,730 7.6	7.7 *		7.6 *		
SHARE AUDIENCE %					13		10		9	9 *		10 *	15	15 *		15 *		
AVG. AUD. BY 1/4 HR %					7.0	6.9	5.6	5.7	5.1	5.0	5.5	5.6	7.8	7.6	7.5	7.7		
NBC TV					FACTS OF LIFE		227		GOLDEN GIRLS		AMEN		←HUNTER→					
AVERAGE AUDIENCE (Hhlds (000) & %)					13,290 15.0		15,510 17.5		20,470 23.1		16,920 19.1		15,330 17.3	17.3 *		17.3 *		
SHARE AUDIENCE %					28		31		41		35		34	33 *		34 *		
AVG. AUD. BY 1/4 HR %					14.1	15.8	16.7	18.4	22.5	23.6	19.1	19.1	17.4	17.1	17.4	17.2		
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	14.1		14.4		11.3		11.2		10.6		11.0		10.6		9.1		8.7	
SHARE AUDIENCE %	28		28		21		20		19		20		20		18		19	
SUPERSTATIONS																		
AVERAGE AUDIENCE	3.3		3.0		3.1		3.2		3.0		3.1		2.6		1.9		1.7	
SHARE AUDIENCE %	7		6		6		6		5		6		5		4		4	
PBS																		
AVERAGE AUDIENCE	2.7		2.9		3.2		3.2		2.6		3.0		2.2		2.0		1.8	
SHARE AUDIENCE %	5		6		6		6		5		5		4		4		4	
CABLE ORIG.																		
AVERAGE AUDIENCE	6.2		6.5		6.3		6.0		6.4		7.1		6.1		6.1		4.5	
SHARE AUDIENCE %	12		13		12		11		11		13		12		12		10	
PAY SERVICES																		
AVERAGE AUDIENCE	3.0		2.9		4.2		4.5		4.6		4.6		4.3		3.9		4.4	
SHARE AUDIENCE %	6		6		8		8		8		8		8		8		10	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC COLLEGE FOOTBALL-GAME,STANFORD VS USC,MICHIGAN VS MINNESOTA,(PAE),ABC,(MULTI SEGMENT)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.7, 1987

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		38.9	35.9	33.0	31.0	27.8	25.1	22.1	20.3	17.5	16.0	14.1	13.2	11.9	10.9
ABC TV		(1)													
AVERAGE AUDIENCE (Hhlds (000) & %)		1,240 1.4													
SHARE AUDIENCE	%	4													
AVG. AUD. BY 1/4 HR	%	1.4													
CBS TV															
AVERAGE AUDIENCE (Hhlds (000) & %)															
SHARE AUDIENCE	%														
AVG. AUD. BY 1/4 HR	%														
NBC TV		←SATURDAY NIGHT→ (11:30-12:48)(PAE)					(PAE)								
AVERAGE AUDIENCE (Hhlds (000) & %)		7,270 8.2	9.3 *		8.1 *										
SHARE AUDIENCE	%	25	25 *		25 *										
AVG. AUD. BY 1/4 HR	%	9.6	9.1	8.3	7.9	6.8									
INDEPENDENTS (INCL. SUPERSTATIONS)															
AVERAGE AUDIENCE		8.7		7.5		6.5		5.3		4.5		4.0		3.2	
SHARE AUDIENCE %		23		23		25		25		27		29		28	
SUPERSTATIONS															
AVERAGE AUDIENCE		2.0		1.9		1.5		1.3		1.1		1.1		0.6 ^	
SHARE AUDIENCE %		5		6		6		6		7		8		5 ^	
PBS															
AVERAGE AUDIENCE		1.5		1.2		0.9		0.5 ^		0.3 ^		0.1 v		0.2 ^	
SHARE AUDIENCE %		4		4		3		2 ^		2 ^		1 v		2 ^	
CABLE ORIG.															
AVERAGE AUDIENCE		4.0		3.1		2.4		1.9		1.8		1.2		1.1	
SHARE AUDIENCE %		11		10		9		9		11		9		10	
PAY SERVICES															
AVERAGE AUDIENCE		4.8		4.9		4.1		3.6		3.2		3.2		2.7	
SHARE AUDIENCE %		13		15		15		17		19		23		24	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. NOV. 8, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	60.9	61.9	63.5	64.4	65.3	66.2	66.8	67.0	66.2	65.2	65.0	64.1	61.3	60.1	58.3	56.2	48.7	39.6
ABC TV	←DISNEY SUNDAY MOVIE→ THE RETURN OF THE SHAGGY DOG PT2				←SPENSER: FOR HIRE→				←DOLLY→ (PAE)				←BUCK JAMES→ (PAE)					
AVERAGE AUDIENCE (Hhlds (000) & %)	8,950 10.1	9.7 *		10.4 *	7,270 8.2	7.7 *		8.7 *	10,630 12.0	11.8 *		12.2 *	8,330 9.4	9.7 *		9.0 *		
SHARE AUDIENCE %	16	16 *		16 *	12	12 *		13 *	18	18 *		19 *	16	16 *		16 *		
AVG. AUD. BY 1/4 HR %	9.4	10.1	10.5	10.4	7.6	7.9	8.4	9.0	11.5	12.1	12.3	12.0	9.7	9.7	9.1	8.9		
CBS TV	←60 MINUTES→				←MURDER, SHE WROTE→				←CBS SUNDAY MOVIE→ KIDS LIKE THESE (PAE)								(1)	
AVERAGE AUDIENCE (Hhlds (000) & %)	21,260 24.0	22.8 *		25.2 *	19,760 22.3	22.0 *		22.6 *	14,620 16.5	15.5 *		16.8 *		16.9 *		16.8 *	2,920 3.3	
SHARE AUDIENCE %	38	37 *		39 *	34	33 *		34 *	27	24 *		26 *		28 *		29 *	7	
AVG. AUD. BY 1/4 HR %	21.3	24.4	25.3	25.1	21.9	22.1	22.8	22.4	15.1	15.9	16.7	16.9	16.9	16.8	17.1	16.5	3.3	
NBC TV		←OUR HOUSE→ (7:11-8:11)(PAE)				(2)		(3)		←NBC SUNDAY NIGHT MOVIE→ BILLIONAIRE BOYS CLUB, PART 1 (9:11-11:11)(PAE)								
AVERAGE AUDIENCE (Hhlds (000) & %)	10,720 12.1	10.5 *		11.5 *	15,680 17.7		16,040 18.1		18,340 20.7	20.6 *		20.7 *		21.2 *		20.8 *		
SHARE AUDIENCE %	19	17 *		18 *	27		27		34	31 *		32 *		35 *		36 *		
AVG. AUD. BY 1/4 HR %	10.5	10.5	10.8	12.2	15.9	17.7	15.1	16.4	20.8	20.6	20.8	20.6	21.2	21.2	21.1	20.6	19.1	
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	14.0		13.9		12.6		12.3		10.1		10.1		8.6		7.1		5.1	
SHARE AUDIENCE %	23		22		19		18		15		16		14		12		12	
SUPERSTATIONS																		
AVERAGE AUDIENCE	3.2		3.1		3.7		3.1		2.7		3.0		2.6		2.0		1.3	
SHARE AUDIENCE %	5		5		6		5		4		5		4		3		3	
PBS																		
AVERAGE AUDIENCE	2.0		2.3		2.9		3.0		2.3		2.4		1.5		1.2		1.2	
SHARE AUDIENCE %	3		4		4		4		4		4		2		2		3	
CABLE ORIG.																		
AVERAGE AUDIENCE	4.4		4.3		5.8		6.8		7.0		5.7		5.3		4.8		3.6	
SHARE AUDIENCE %	7		7		9		10		11		9		9		8		8	
PAY SERVICES																		
AVERAGE AUDIENCE	2.2		2.6		3.0		3.1		3.3		3.2		3.6		3.4		2.9	
SHARE AUDIENCE %	4		4		5		5		5		5		6		6		7	

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS SUNDAY NEWS-OSGOOD, CBS, (11:00-11:15)
(2) FAMILY TIES, (PAE), NBC, (8:11-8:41)
(3) MY TWO DAD'S, (PAE), NBC, (8:41-9:11)

For explanation of symbols, See page B.

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		32.4	27.1	22.7	20.2	18.3	16.1	14.0	12.6	11.0	9.8	8.4	7.6	6.8	6.2
ABC TV			(1)												
AVERAGE AUDIENCE (Hhlds (000) & %)	{		2,300 2.6												
SHARE AUDIENCE	%		11												
AVG. AUD. BY 1/4 HR	%		2.6												
CBS TV															
AVERAGE AUDIENCE (Hhlds (000) & %)	{														
SHARE AUDIENCE	%														
AVG. AUD. BY 1/4 HR	%														
NBC TV				(2)	(PAE)										
AVERAGE AUDIENCE (Hhlds (000) & %)	{			1,590 1.8											
SHARE AUDIENCE	%			7											
AVG. AUD. BY 1/4 HR	%			1.8											
INDEPENDENTS (INCL. SUPERSTATIONS)															
AVERAGE AUDIENCE		5.3		4.2		3.7		2.8		2.5		1.9		1.7	
SHARE AUDIENCE %		18		20		22		21		24		24		26	
SUPERSTATIONS															
AVERAGE AUDIENCE		1.4		1.3		1.2		0.9		1.2		1.0		0.8	
SHARE AUDIENCE %		5		6		7		7		12		13		12	
PBS															
AVERAGE AUDIENCE		1.2		0.7 ^		0.6 ^		0.4 ^		0.2 ^		0.1 v		<<	
SHARE AUDIENCE %		4		3 ^		3 ^		3 ^		2 ^		1 v		<<	
CABLE ORIG.															
AVERAGE AUDIENCE		3.0		1.9		1.6		1.1		0.8		0.7 ^		0.6 ^	
SHARE AUDIENCE %		10		9		9		8		8		9 ^		9 ^	
PAY SERVICES															
AVERAGE AUDIENCE		2.5		2.2		2.2		2.0		1.7		1.4		1.0	
SHARE AUDIENCE %		8		10		13		15		16		18		15	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SUN.,ABC,(11:45-12:00)
(2) G MICHAELS SPORTS MACHINE,NBC,(12:00-12:15)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.2-6,1987

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.5	9.4	12.0	14.7	17.2	19.4	20.4	20.8	21.1	21.3	21.2	21.2	21.9	22.7	22.5	22.1	21.3	21.8
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		1,400		2,180			4,200				4,040							
		1.6		2.5			4.7				4.6							
SHARE AUDIENCE %		16		16			23				22							
AVG. AUD. BY 1/4 HR %		1.6		2.5			4.8	4.7			4.6	4.5						
CBS TV			CBS MORNING NEWS- 6:30AM		CBS MORNING NEWS- 7:00AM		←MORNING PROGRAM→										$25,000 PYRAMID	
AVERAGE AUDIENCE (Hhlds (000) & %)			1,080		1,880		1,970										2,920	
			1.2		2.1		2.2	2.1 *		2.2 *		2.4 *					3.3	
SHARE AUDIENCE %			11		12		11	10 *		10 *		11 *					15	
AVG. AUD. BY 1/4 HR %			1.2	1.3	2.1	2.2	2.0	2.1	2.1	2.2	2.3	2.5					3.1	3.5
NBC TV	NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)								SALE OF THE CENTURY	
AVERAGE AUDIENCE (Hhlds (000) & %)	1,750						4,130				3,970						2,360	
	2.0						4.7				4.5						2.7	
SHARE AUDIENCE %	20						22				21						12	
AVG. AUD. BY 1/4 HR %	1.6	2.3					4.9	4.5			4.6	4.4					2.5	2.8
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	1.8		3.5		5.5		6.0		5.7		5.4		4.8		4.7		4.9	
SHARE AUDIENCE %	22		26		30		29		27		25		21		21		23	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.7		1.3		1.5		1.5		1.4		1.3		1.2		1.4		1.2	
SHARE AUDIENCE %	9		10		8		7		6		6		5		6		6	
PBS																		
AVERAGE AUDIENCE	0.1 v		0.1 ^		0.3 ^		0.8		1.0		1.1		1.4		1.4		1.0	
SHARE AUDIENCE %	1 v		1 ^		2 ^		4		5		5		6		6		5	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.0		1.2		1.5		1.8		2.0		2.1		2.1		2.2		2.3	
SHARE AUDIENCE %	12		9		8		9		9		10		9		10		11	
PAY SERVICES																		
AVERAGE AUDIENCE	0.6		0.8		0.7		1.0		1.1		1.1		1.2		1.2		1.2	
SHARE AUDIENCE %	7		6		4		5		5		5		5		6		5	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)

(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.2-6,1987

TIME		10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		21.6	21.8	21.5	21.8	22.0	22.7	24.1	24.9	25.2	26.0	27.2	27.9	27.4	27.7	27.1	27.9	28.1	28.7
ABC TV				WHO'S THE BOSS? M-F		MR. BELVEDERE- M-F		RYAN'S HOPE		LOVING		←ALL MY CHILDREN→				←ONE LIFE TO LIVE→ (PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)	{			2,870 3.2		2,460 2.8		2,710 3.1		3,790 4.3		6,540 7.4	7.0 *		7.8 *	6,910 7.8	7.6 *		8.0 *
SHARE AUDIENCE	%			15		13		13		17		27	25 *		28 *	28	28 *		28 *
AVG. AUD. BY 1/4 HR	%			3.1	3.4	2.7	2.9	2.9	3.2	4.2	4.3	6.7	7.3	7.8	7.9	7.5	7.7	7.9	8.1
CBS TV		NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)				←YOUNG AND THE RESTLESS→				BOLD AND THE BEAUTIFUL		←AS THE WORLD TURNS→			
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,760 3.1		4,150 4.7		5,280 6.0				6,490 7.3	7.1 *		7.5 *	4,220 4.8		5,370 6.1	5.8 *		6.2 *
SHARE AUDIENCE	%	14		22		27				29	29 *		28 *	17		22	21 *		22 *
AVG. AUD. BY 1/4 HR	%	3.1	3.2	4.4	4.9	5.7	6.2			6.8	7.4	7.5	7.5	4.7	4.8	5.7	6.0	6.2	6.2
NBC TV		CLASSIC CONCENTRATION		WHEEL OF FORTUNE		WIN, LOSE OR DRAW		SUPER PASSWORD		SCRABBLE		←DAYS OF OUR LIVES→				←ANOTHER WORLD→ (PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,710 3.1		4,410 5.0		3,030 3.4		2,500 2.8		3,100 3.5		5,810 6.6	6.5 *		6.6 *	4,080 4.6	4.5 *		4.6 *
SHARE AUDIENCE	%	14		22		15		12		14		24	24 *		24 *	16	16 *		16 *
AVG. AUD. BY 1/4 HR	%	3.0	3.1	4.9	5.1	3.3	3.5	2.7	2.8	3.4	3.6	6.4	6.6	6.7	6.5	4.5	4.6	4.6	4.6
INDEPENDENTS (INCL. SUPERSTATIONS)																			
AVERAGE AUDIENCE		4.8		4.2		4.1		4.3		4.7		4.8		5.4		5.7		5.9	
SHARE AUDIENCE %		22		19		19		18		18		17		19		21		21	
SUPERSTATIONS																			
AVERAGE AUDIENCE		1.3		1.3		1.3		1.4		1.4		1.3		1.3		1.4		1.5	
SHARE AUDIENCE %		6		6		6		6		6		5		5		5		5	
PBS																			
AVERAGE AUDIENCE		0.9		0.6		0.6		0.7		0.8		0.6		0.6		0.6		0.6	
SHARE AUDIENCE %		4		3		3		3		3		2		2		2		2	
CABLE ORIG.																			
AVERAGE AUDIENCE		2.3		2.3		2.2		2.3		2.3		2.3		2.5		2.7		2.7	
SHARE AUDIENCE %		11		11		10		10		9		8		9		10		10	
PAY SERVICES																			
AVERAGE AUDIENCE		1.3		1.2		1.1		1.1		1.2		1.2		1.2		1.2		1.2	
SHARE AUDIENCE %		6		6		5		4		5		4		4		4		4	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	28.5	29.4	29.9	30.7	31.2	33.2	34.3	36.1	38.0	40.3	42.4	44.9	51.6	54.2	55.8	57.2
ABC TV	←GENERAL HOSPITAL→														ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Hhlds (000) & %)	7,000 7.9	7.9 *		8.0 *											9,820 11.1	
SHARE AUDIENCE %	27	27 *		26 *											20	
AVG. AUD. BY 1/4 HR %	7.8	7.9	7.9	8.0											10.8	11.3
CBS TV	←GUIDING LIGHT (PAE)→														CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Hhlds (000) & %)	5,010 5.7	5.6 *		5.7 *											10,880 12.3	
SHARE AUDIENCE %	19	20 *		19 *											22	
AVG. AUD. BY 1/4 HR %	5.6	5.6	5.7	5.7											12.2	12.4
NBC TV	←SANTA BARBARA→														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Hhlds (000) & %)	4,430 5.0	4.8 *		5.2 *											9,430 10.6	
SHARE AUDIENCE %	17	17 *		17 *											19	
AVG. AUD. BY 1/4 HR %	4.7	4.9	5.2	5.2											10.5	10.8

	3:00	3:30	4:00	4:30	5:00	5:30	6:00	6:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	6.5	7.2	8.2	9.2	10.7	11.3	13.6	15.2
SHARE AUDIENCE %	23	24	25	26	27	26	26	27
SUPERSTATIONS								
AVERAGE AUDIENCE	1.9	1.9	2.0	2.3	2.5	2.3	2.6	3.3
SHARE AUDIENCE %	7	6	6	7	6	5	5	6
PBS								
AVERAGE AUDIENCE	0.7	0.7	0.7	0.9	1.1	1.0	1.3	1.6
SHARE AUDIENCE %	2	2	2	3	3	2	2	3
CABLE ORIG.								
AVERAGE AUDIENCE	3.2	3.5	3.8	3.9	4.0	4.5	4.6	4.7
SHARE AUDIENCE %	11	11	12	11	10	10	9	8
PAY SERVICES								
AVERAGE AUDIENCE	1.3	1.3	1.1	1.3	1.4	1.3	1.7	2.0
SHARE AUDIENCE %	4	4	3	4	4	3	3	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.6	8.9	10.5	12.8	15.7	17.6	19.6	21.5	23.3	24.3	24.5	26.0	26.5	26.7	26.0	26.5	26.6	26.8
ABC TV					CARE BEAR FAMILY		LITTLE CLOWNS-HAPPYTOWN		MY PET MONSTER		ALL NEW POUND PUPPIES		LITTLE WIZARDS		REAL GHOSTBUSTERS		FLINTSTONE KIDS	
AVERAGE AUDIENCE (Hhlds (000) & %)					2,480 2.8		2,840 3.2		3,190 3.6		3,100 3.5		3,370 3.8		4,080 4.6		3,460 3.9	
SHARE AUDIENCE %					17		16		15		14		14		17		15	
AVG. AUD. BY 1/4 HR %					2.5	3.1	3.2	3.1	3.5	3.7	3.4	3.7	3.7	3.9	4.5	4.8	3.9	3.8
CBS TV					HELLO KITTY		MUPPET BABIES I		MUPPET BABIES II		MUPPET BABIES III		PEE WEE'S PLAYHOUSE		MIGHTY MOUSE		POPEYE & SON	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,860 2.1		3,540 4.0		4,080 4.6		3,810 4.3		4,870 5.5		3,190 3.6		3,540 4.0	
SHARE AUDIENCE %					13		19		19		17		21		14		15	
AVG. AUD. BY 1/4 HR %					1.9	2.2	3.7	4.2	4.4	4.8	4.2	4.3	5.5	5.4	3.6	3.6	3.8	4.1
NBC TV					GUMMI BEARS (PAE)		SMURFS I		SMURFS II		SMURFS III (PAE)		FRAGGLE ROCK		ALVIN AND THE CHIPMUNKS		ALF-SAT MORN (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)					2,840 3.2		3,900 4.4		5,400 6.1		5,670 6.4		4,430 5.0		4,250 4.8		4,340 4.9	
SHARE AUDIENCE %					19		21		26		25		19		18		18	
AVG. AUD. BY 1/4 HR %					3.0	3.4	4.0	4.9	5.9	6.2	6.3	6.6	5.2	4.8	4.7	4.9	4.9	4.8
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	2.3		3.2		4.4		5.0		4.8		5.8		6.7		7.0		7.0	
SHARE AUDIENCE %	28		28		27		24		20		23		25		27		26	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.6 ^		0.8		1.0		1.3		1.1		1.4		1.5		1.6		1.8	
SHARE AUDIENCE %	7 ^		7		6		6		5		6		6		6		7	
PBS																		
AVERAGE AUDIENCE	0.1 v		0.2 ^		0.7 ^		1.0		0.8		0.9		0.9		1.0		1.2	
SHARE AUDIENCE %	1 v		2 ^		4 ^		5		3		4		3		4		4	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.2		1.7		2.3		2.3		2.7		3.0		3.1		3.4		4.0	
SHARE AUDIENCE %	14		15		14		11		11		12		12		13		15	
PAY SERVICES																		
AVERAGE AUDIENCE	1.2		1.1		1.2		1.5		1.8		2.1		2.2		2.1		1.9	
SHARE AUDIENCE %	14		9		7		7		8		8		8		8		7	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 7, 1987

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT		27.3	28.6	27.9	28.3	27.7	28.7	28.8	29.0	29.8	30.7	30.1	31.2	31.6	32.5	32.4	32.8	32.8	32.9
ABC TV		BUGS BUNNY & TWEETY SHOW (PAE)		ANIMAL CRACK-UPS		HEALTH SHOW		(1)							(PAE)	(2)		(3)	
AVERAGE AUDIENCE (Hhlds (000) & %)		3,630		3,190		1,150		1,420								1,950	4,870		
		4.1		3.6		1.3		1.6								2.2	5.5		4.4 *
SHARE AUDIENCE	%	15		13		5		6								7	14		13 *
AVG. AUD. BY 1/4 HR	%	4.1	4.2	3.7	3.6	1.3	1.2	1.5	1.6							2.2	4.0	4.5	4.4
CBS TV		TEEN WOLF		CBS STORYBREAK KLUTZ		KIDD VIDEO						QUEST FOR THE NBA CROWN			←CBS COLLEGE FOOTBALL GAME FLORIDA STATE VS AUBURN (2:43-6:00)(PAE)→				
AVERAGE AUDIENCE (Hhlds (000) & %)		3,370		2,750		2,570						1,680		4,700					
		3.8		3.1		2.9						1.9		5.3	3.7 *		4.8 *		5.7 *
SHARE AUDIENCE	%	14		11		10						6		15	11 *		15 *		17 *
AVG. AUD. BY 1/4 HR	%	3.8	3.8	2.9	3.3	2.9	2.8					2.1	1.8	3.4	3.7	4.6	5.0	5.7	5.8
NBC TV		NEW ARCHIES		FOOFUR (PAE)		I'M TELLING						←PBA FALL TOUR (PAE)→						SPORTSWORLD SPECIAL (3:30-5:00)	
AVERAGE AUDIENCE (Hhlds (000) & %)		3,810		2,390		1,950						2,130						2,130	
		4.3		2.7		2.2						2.4	2.2 *		2.4 *		2.5 *	2.4	2.4 *
SHARE AUDIENCE	%	15		10		8						8	7 *		8 *		8 *	7	7 *
AVG. AUD. BY 1/4 HR	%	4.4	4.2	2.7	2.7	2.4	2.1					2.2	2.2	2.4	2.4	2.6	2.5	2.5	2.3

	11:30	12:00	12:30	1:00	1:30	2:00	2:30	3:00	3:30
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	7.6	8.1	8.9	9.4	10.1	10.7	11.4	10.4	10.4
SHARE AUDIENCE %	27	29	32	33	33	35	36	32	32
SUPERSTATIONS									
AVERAGE AUDIENCE	1.9	2.0	2.0	2.8	2.8	3.0	2.7	2.1	1.6
SHARE AUDIENCE %	7	7	7	10	9	10	8	6	5
PBS									
AVERAGE AUDIENCE	1.6	1.3	1.5	1.4	2.0	1.8	1.8	2.1	2.1
SHARE AUDIENCE %	6	5	5	5	7	6	6	6	6
CABLE ORIG.									
AVERAGE AUDIENCE	3.9	5.2	4.3	4.3	4.5	5.0	5.9	5.9	5.3
SHARE AUDIENCE %	14	19	15	15	15	16	18	18	16
PAY SERVICES									
AVERAGE AUDIENCE	2.1	2.2	2.5	2.6	2.9	2.9	2.6	2.8	2.8
SHARE AUDIENCE %	8	8	9	9	10	9	8	9	9

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS(B), ZACK & THE MAGIC FACTORY, PT 1,(PAE),ABC,(1:00-1:30),(R)
(2) ABC COLLEGE FOOTBALL-PRE,(PAE),ABC,(MULTI SEGMENT)
(3) ABC COLLEGE FOOTBALL-GAME,STANFORD VS USC,MICHIGAN VS MINNESOTA,(PAE),ABC,(MULTI SEGMENT)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 7, 1987

TIME		4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT		32.3	33.0	34.1	35.9	36.6	37.3	38.7	40.4	42.8	44.7	46.9	48.6
ABC TV		ABC COLLEGE FOOTBALL-GAME STANFORD VS USC/MICHIGAN VS MINNESOTA (MULTI SEGMENT)(PAE)											
AVERAGE AUDIENCE (Hhlds (000) & %)			5.0 *		5.3 *		5.2 *		6.2 *		6.3 *		6.7 *
SHARE AUDIENCE	%		15 *		15 *		14 *		16 *		14 *		14 *
AVG. AUD. BY 1/4 HR	%	4.9	5.1	5.4	5.2	5.0	5.4	6.0	6.5	6.4	6.3	6.6	3.7
CBS TV		CBS COLLEGE FOOTBALL GAME FLORIDA STATE VS AUBURN (2:43-6:00)										CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Hhlds (000) & %)			5.4 *		5.3 *		5.8 *		5.5 *			6,910 7.8	
SHARE AUDIENCE	%		17 *		15 *		16 *		14 *			15	
AVG. AUD. BY 1/4 HR	%	5.6	5.1	5.0	5.6	5.8	5.7	5.7	5.3			7.5	8.1
NBC TV		SPORTSWORLD SPECIAL (3:30-5:00)										NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Hhlds (000) & %)			2.3 *		2.4 *							8,420 9.5	
SHARE AUDIENCE	%		7 *		7 *							19	
AVG. AUD. BY 1/4 HR	%	2.3	2.4	2.1	2.6							9.5	9.6
INDEPENDENTS (INCL. SUPERSTATIONS)													
AVERAGE AUDIENCE		9.6		10.9		12.3		13.4		12.9		13.9	
SHARE AUDIENCE %		29		31		33		34		30		29	
SUPERSTATIONS													
AVERAGE AUDIENCE		1.3		1.6		2.4		2.7		2.7		3.3	
SHARE AUDIENCE %		4		5		6		7		6		7	
PBS													
AVERAGE AUDIENCE		1.7		1.9		2.0		2.4		2.2		2.4	
SHARE AUDIENCE %		5		5		5		6		5		5	
CABLE ORIG.													
AVERAGE AUDIENCE		5.9		6.3		6.1		6.4		7.4		7.1	
SHARE AUDIENCE %		18		18		16		16		17		15	
PAY SERVICES													
AVERAGE AUDIENCE		3.1		3.3		3.3		2.3		2.2		2.4	
SHARE AUDIENCE %		9		9		9		6		5		5	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.8, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.9	6.8	8.1	9.5	11.6	14.0	15.9	18.0	21.0	23.4	24.7	26.0	26.8	26.5	25.9	25.9	26.5	27.8
ABC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR %																		
CBS TV					FOR OUR TIMES (SUS)				←SUNDAY MORNING					→	FACE THE NATION			
AVERAGE AUDIENCE (Hhlds (000) & %)									3,540 4.0	3.6 *		4.2 *		4.2 *	2,660 3.0			
SHARE AUDIENCE %									16	16 *		16 *		16 *	11			
AVG. AUD. BY 1/4 HR %									3.3	3.8	4.2	4.3	4.3	4.2	3.0	3.0		
NBC TV					←SUNDAY TODAY					→	MEET THE PRESS							
AVERAGE AUDIENCE (Hhlds (000) & %)					1,680 1.9	1.4 *		2.0 *		2.1 *	2,220 2.5							
SHARE AUDIENCE %					10	10 *		11 *		9 *	9							
AVG. AUD. BY 1/4 HR %					1.3	1.6	1.9	2.2	2.0	2.2	2.5	2.5						
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	2.3		3.3		4.9		6.8		8.0		8.8		9.0		9.0		9.6	
SHARE AUDIENCE %	37		38		38		40		36		35		34		35		35	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.7 ^		1.1		1.9		2.7		2.6		3.0		3.0		3.0		3.1	
SHARE AUDIENCE %	11 ^		13		15		16		12		12		11		12		11	
PBS																		
AVERAGE AUDIENCE	0.1 v		0.3 ^		1.0		1.5		1.9		1.8		1.3		1.6		1.6	
SHARE AUDIENCE %	2 v		3 ^		8		9		9		7		5		6		6	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.0		1.7		2.4		2.7		3.9		4.7		5.2		4.7		4.5	
SHARE AUDIENCE %	16		19		19		16		18		19		19		18		17	
PAY SERVICES																		
AVERAGE AUDIENCE	0.8		1.1		1.2		1.6		2.0		2.5		2.7		2.3		2.2	
SHARE AUDIENCE %	13		13		9		9		9		10		10		9		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

 Nielsen NATIONAL TV AUDIENCE ESTIMATES — DAY SUN. NOV.8, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.8	29.8	29.3	30.4	31.1	32.3	33.2	35.6	37.4	38.3	38.9	38.6	38.5	39.0	38.5	39.4	40.1	41.1
ABC TV	←THIS WEEK-DAVID BRINKLEY→				BUSINESS WORLD													
AVERAGE AUDIENCE (Hhlds (000) & %)	2,920 3.3	3.1 *		3.5 *	890 1.0													
SHARE AUDIENCE %	11	11 *		12 *	3													
AVG. AUD. BY 1/4 HR %	2.9	3.3	3.3	3.6	1.0	0.9												
CBS TV					CBS NFL TODAY		← CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE) →											
AVERAGE AUDIENCE (Hhlds (000) & %)					5,490 6.2		14,530 16.4	12.3 *		16.0 *		17.0 *		17.1 *		16.5 *		17.4 *
SHARE AUDIENCE %					20		42	36 *		42 *		44 *		44 *		42 *		43 *
AVG. AUD. BY 1/4 HR %					5.5	6.9	10.9	13.6	15.7	16.4	16.9	16.9	17.1	17.3	16.4	16.8	17.2	17.7
NBC TV					NFL LIVE		← NFL GAME 1 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE) →											
AVERAGE AUDIENCE (Hhlds (000) & %)					3,720 4.2		6,820 7.7	6.4 *		7.3 *		8.3 *		7.6 *		8.0 *		8.5 *
SHARE AUDIENCE %					14		20	19 *		19 *		21 *		20 *		21 *		21 *
AVG. AUD. BY 1/4 HR %					4.0	4.3	5.9	6.8	7.2	7.5	8.3	8.0	7.2	7.7	8.0	8.0	8.3	8.6
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	9.8		9.0		10.3		9.6		9.1		8.0		8.3		10.0		10.4	
SHARE AUDIENCE %	33		30		32		28		24		21		21		26		26	
SUPERSTATIONS AVERAGE AUDIENCE	3.1		2.7		3.0		3.2		2.7		2.0		1.9		2.4		2.5	
SHARE AUDIENCE %	11		9		9		9		7		5		5		6		6	
PBS AVERAGE AUDIENCE	1.8		1.4		1.4		1.2		1.1		1.0		1.1		1.0		1.1	
SHARE AUDIENCE %	6		5		4		3		3		3		3		3		3	
CABLE ORIG. AVERAGE AUDIENCE	4.4		5.4		4.3		3.1		3.9		4.4		4.5		3.8		3.8	
SHARE AUDIENCE %	15		18		14		9		10		11		12		10		9	
PAY SERVICES AVERAGE AUDIENCE	3.0		3.3		3.1		2.3		2.1		2.0		1.6		1.8		1.9	
SHARE AUDIENCE %	10		11		10		7		6		5		4		5		5	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.8, 1987

TIME		4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT		42.7	43.7	43.2	42.8	43.5	44.5	45.7	47.3	50.4	52.2	53.9	56.2
ABC TV		←MERRILL LYNCH GOLF							→			ABC WRLD NEWS TONIGHT-SUN (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)		1,860 2.1	1.6 *		1.6 *		2.2 *		2.8 *			5,140 5.8	
SHARE AUDIENCE	%	5	4 *		4 *		5 *		6 *			10	
AVG. AUD. BY 1/4 HR	%	1.5	1.7	1.5	1.8	2.2	2.3	2.6	3.0			5.7	5.9
CBS TV			(1)		(2)					CBS EVENING NEWS-SUNDA(B)			
AVERAGE AUDIENCE (Hhlds (000) & %)			17.7 *	8,060 9.1						6,650 7.5			
SHARE AUDIENCE	%		41 *	21						14			
AVG. AUD. BY 1/4 HR	%	17.4	11.9	9.7	7.8					7.2	7.9		
NBC TV		(3)	←NFL GAME 2 HOUSTON VS SAN FRANCISCO,MIAMI VS CINCINNATI (MULTI SEGMENT)(PAE)										→
AVERAGE AUDIENCE (Hhlds (000) & %)			10,900 12.3		10.1 *		12.5 *		12.9 *		12.7 *		13.6 *
SHARE AUDIENCE	%		25		23 *		28 *		28 *		25 *		25 *
AVG. AUD. BY 1/4 HR	%	7.9	7.7	8.8	11.4	12.2	12.7	12.5	13.2	13.0	12.5	13.3	13.9
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE		10.3		11.8		13.0		14.0		13.8		14.0	
SHARE AUDIENCE %		24		27		30		30		27		25	
SUPERSTATIONS AVERAGE AUDIENCE		2.5		2.9		3.4		3.2		2.9		2.8	
SHARE AUDIENCE %		6		7		8		7		6		5	
PBS AVERAGE AUDIENCE		1.3		1.7		1.7		1.8		1.5		1.5	
SHARE AUDIENCE %		3		4		4		4		3		3	
CABLE ORIG. AVERAGE AUDIENCE		4.4		4.3		4.8		4.8		4.8		5.1	
SHARE AUDIENCE %		10		10		11		10		9		9	
PAY SERVICES AVERAGE AUDIENCE		2.1		2.1		1.9		2.1		2.2		2.0	
SHARE AUDIENCE %		5		5		4		5		4		4	

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NFL FOOTBALL GAME 1,VARIOUS TEAMS AND TIMES,(PAE),CBS,(MULTI SEGMENT)
(2) CBS NFL FOOTBALL POST,(PAE),CBS,(MULTI SEGMENT)
(3) NFL GAME 1,VARIOUS TEAMS AND TIMES,(PAE),NBC,(MULTI SEGMENT)

For explanation of symbols, See page B.

Client Notice

November 18, 1987

THE POCKETPIECE REPORT
September 21-27, 1987

The following revised program audience estimates are the result of program lineup changes received from the network too late for inclusion in the above report.

35 PROGRAM AUDIENCE ESTIMATES (Alpha) SEP.21-27,1987

PROGRAM NAME / DAY / TIME #STNS / DUR CVG% / NET TYPE / NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE																								
ABC NEWS:SPECIAL(S) TUE 11.30P 205 92 98 ABC N	A	4.2	18	372	1409	252	222	221	80^	724	225	418	387	439	407	34v	500	116^	282	262	279	268	21v	40v
CAPITAL TO CAPITAL																								
11.30 - 12.00	A	6.1	20	540	1406	250	221	218	68^	705	212	403	379	429	399	40^	519	126	297	279	294	279	23v	36^
12.00 - 12.30	A	4.0	18	354	1401	267	233	234	84^	736	231	430	399	453	417	27v	488	112^	273	251	266	261	17v	39v
12.30 - 1.00	A	2.7	16	239	1395	228^	203^	204^	99^	730	238^	424	379	428	398	30v	467	99^	259^	238^	259^	250^	24v	47v
1.00 - 1.30	A	2.1	13	186	1428	191^	160^	191^	87v	747	238^	439	381	437	437	36v	426	78v	217^	217^	244^	208^	31v	60v

Nielsen Television Index

NETWORK INFORMATION SERVICES

THE POCKETPIECE REPORT
September 21-27, 1987

75 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

SEP. 21-27, 1987

DAY / TIME / NETWORK PROGRAM NAME		HOUSE-HOLDS	AVERAGE MINUTE AUDIENCE %																			
			TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
TUESDAY EVENING																						
11.30-12.00MD A ABC NEWS:SPECIAL(S)	TVU	31.2 6.1	18.1 3.3	19.5 3.5	19.3 3.8	23.3 3.1^	21.9 4.1	17.5 3.4	20.4 3.7	22.4 4.2	24.7 4.3	24.3 4.8	21.3 3.4	19.7 2.0	20.2 2.8	21.6 3.1	21.3 3.7	23.4 5.3	9.0 1.6^	11.7 2.0^	5.4 1.9	5.1 1.6^
12.00-12.30AM A ABC NEWS:SPECIAL(S)	TVU	23.3 4.0	13.3 2.2	14.6 2.4	15.0 2.6	17.6 2.2^	16.3 2.8	14.6 2.4	15.6 2.6	16.6 2.9	17.2 2.9	17.6 3.2	15.2 2.1	15.5 1.2^	14.8 1.7	15.0 1.9	14.0 2.3	17.0 3.4	6.5 1.0^	9.2 1.4v	4.3 1.3^	4.2 .9^
12.30- 1.00AM A ABC NEWS:SPECIAL(S)	TVU	18.0 2.7	9.9 1.5	10.9 1.4^	11.1 1.5^	13.0 1.0v	12.1 1.9	11.7 1.7^	12.3 1.7	12.7 1.9	13.0 1.9	11.5 2.2^	11.5 1.3	12.4 .7^	11.6 1.1^	11.1 1.2^	10.2 1.5^	12.5 2.1^	5.4 .9^	7.8 1.1v	3.1 .9^	2.9^ .5v
1.00- 1.30AM A ABC NEWS:SPECIAL(S)*	TVU	14.5 2.1	7.9 1.2	8.6 .9^	8.8 .9^	11.3 .3v	9.7 1.5	9.7 1.3^	10.2 1.4	10.7 1.6	10.6 1.5^	8.4 1.7^	8.8 1.0	10.3 .4v	9.3 .7^	9.1 .8^	7.7 1.1^	8.1 1.6^	4.9 .9^	7.1 1.1v	2.4 .9^	2.2^ .5v

102 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

SEP. 21-27, 1987

DAY / TIME / NETWORK PROGRAM NAME		HOUSE-HOLDS	AVERAGE MINUTE AUDIENCE %																			
			TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
MONDAY-FRIDAY LATE																						
11.30-12.00MD A ABC NEWS:SPECIAL(S)	TVU	32.9 6.1	19.5 3.3	20.5 3.5	20.3 3.8	21.6 4.1	15.5 2.1^	22.9 4.1	20.3 3.4	21.8 3.7	22.6 3.9	23.0 4.0	23.6 4.2	16.2 1.2^	23.0 3.4	22.2 2.0	22.2 2.8	22.6 2.9	22.8 2.8	23.5 3.1	10.3 1.2v	11.2 2.0^
12.00-12.30AM A ABC NEWS:SPECIAL(S)	TVU	25.2 4.0	14.6 2.2	15.3 2.4	15.5 2.6	16.6 2.9	12.5 1.7^	17.4 2.8	16.1 2.4	16.8 2.6	17.4 2.7	17.6 2.7	18.0 2.9	13.2 .5v	17.1 2.1	17.8 1.2^	17.1 1.7	17.3 1.7	17.2 1.7	17.6 1.9	7.5 .6v	8.3 1.4v
12.30- 1.00AM A ABC NEWS:SPECIAL(S)	TVU	19.4 2.7	10.9 1.5	11.5 1.4^	11.7 1.5^	12.6 1.7^	9.8 1.3^	12.8 1.9	12.4 1.7^	12.8 1.7	13.3 1.7	13.3 1.8	13.6 1.9	10.7 .4v	12.8 1.3	14.2 .7^	13.4 1.1^	13.6 1.1^	13.4 1.1^	13.6 1.2^	6.0 .6v	6.4 1.1v
1.00- 1.30AM A ABC NEWS:SPECIAL(S)*	TVU	15.5 2.1	8.5 1.2	9.0 .9^	9.1 .9^	9.9 1.2^	8.2 .9v	10.0 1.5	9.9 1.3^	10.2 1.4	10.4 1.3	10.5 1.4	10.7 1.6	9.0 .4v	10.2 1.0	12.1 .4v	11.1 .7^	11.3 .8^	11.2 .8^	11.2 .8^	4.5 .6v	5.4 1.1v

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN

FOR CHILDRENS PROGRAMS

SATURDAY, NOVEMBER 07, 1987

PROGRAM NAME / START TIME	DURATION	NET	HOUSEHOLDS WITH ANY CHILD: UNDER 18 AA%	UNDER 18 (0,000)	UNDER 12 AA%	UNDER 12 (0,000)	UNDER 6 AA%	UNDER 6 (0,000)
ABC WEEKEND SPECIALS(R) (B)								
1.00PM	30	ABC	3.1	106	3.7	91	3.1	49
ALF-SAT MORN								
11.00AM	30	NBC	9.9	336	10.1	253	11.5	182
ALL NEW POUND PUPPIES								
9.30AM	30	ABC	8.1	272	9.6	240	9.2	147
ALVIN AND THE CHIPMUNKS								
10.30AM	30	NBC	9.6	325	10.7	267	12.6	200
ANIMAL CRACK-UPS								
12.00NN	30	ABC	5.7	193	6.5	162	6.6	105
BUGS BUNNY & TWEETY SHOW								
11.30AM	30	ABC	7.5	254	8.9	222	9.9	158
CARE BEAR FAMILY								
8.00AM	30	ABC	6.1	207	7.5	188	7.6	121
CBS STORYBREAK								
12.00NN	30	CBS	6.3	212	5.9	148	6.9	110
FLINTSTONE KIDS								
11.00AM	30	ABC	7.8	264	9.2	228	10.6	168
FOOFUR								
12.00NN	30	NBC	5.5	186	5.8	146	6.3	101
FRAGGLE ROCK								
10.00AM	30	NBC	9.9	336	10.8	270	11.5	183
GUMMI BEARS								
8.00AM	30	NBC	6.6	225	7.6	188	7.1	112
HELLO KITTY								
8.00AM	30	CBS	4.5	151	5.4	135	5.8	93
I'M TELLING								
12.30PM	30	NBC	4.2	143	4.6	115	4.7	75
KIDD VIDEO								
12.30PM	30	CBS	5.9	198	5.6	141	6.3	100
LITTLE CLOWNS-HAPPYTOWN								
8.30AM	30	ABC	7.2	244	8.9	221	9.1	145
LITTLE WIZARDS								
10.00AM	30	ABC	8.0	271	9.0	225	8.0	127
MIGHTY MOUSE								
10.30AM	30	CBS	7.2	242	9.0	225	9.4	149
MUPPET BABIES I								
8.30AM	30	CBS	9.1	307	11.9	297	11.8	187
MUPPET BABIES II								
9.00AM	30	CBS	10.7	363	14.1	351	13.8	219
MUPPET BABIES III								
9.30AM	30	CBS	10.0	339	12.9	322	13.5	215

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY, NOVEMBER 07, 1987

PROGRAM NAME START TIME	DURATION	NET	HOUSEHOLDS WITH ANY CHILD: UNDER 18 AA%	UNDER 18 (0,000)	UNDER 12 AA%	UNDER 12 (0,000)	UNDER 6 AA%	UNDER 6 (0,000)
MY PET MONSTER 9.00AM	30	ABC	8.2	276	9.9	248	10.3	163
NEW ARCHIES 11.30AM	30	NBC	9.1	307	8.8	219	9.2	146
PEE WEE'S PLAYHOUSE 10.00AM	30	CBS	11.5	389	14.7	366	16.3	259
POPEYE & SON 11.00AM	30	CBS	7.7	259	9.3	232	10.4	165
REAL GHOSTBUSTERS 10.30AM	30	ABC	9.5	323	10.3	257	10.0	158
SMURFS I 8.30AM	30	NBC	9.1	306	9.8	245	9.0	144
SMURFS II 9.00AM	30	NBC	11.4	386	12.6	314	11.5	183
SMURFS III 9.30AM	30	NBC	12.3	417	14.0	348	13.8	220
TEEN WOLF 11.30AM	30	CBS	6.8	231	7.4	185	8.3	132
			UE: 33810		UE: 24940		UE: 15920	
			INTAB: 758		INTAB: 577		INTAB: 361	

EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:

IFR - BELOW MINIMUM INTAB STANDARDS
<< - BELOW MINIMUM RATING STANDARDS
LT - BELOW MINIMUM PROJECTION STANDARDS